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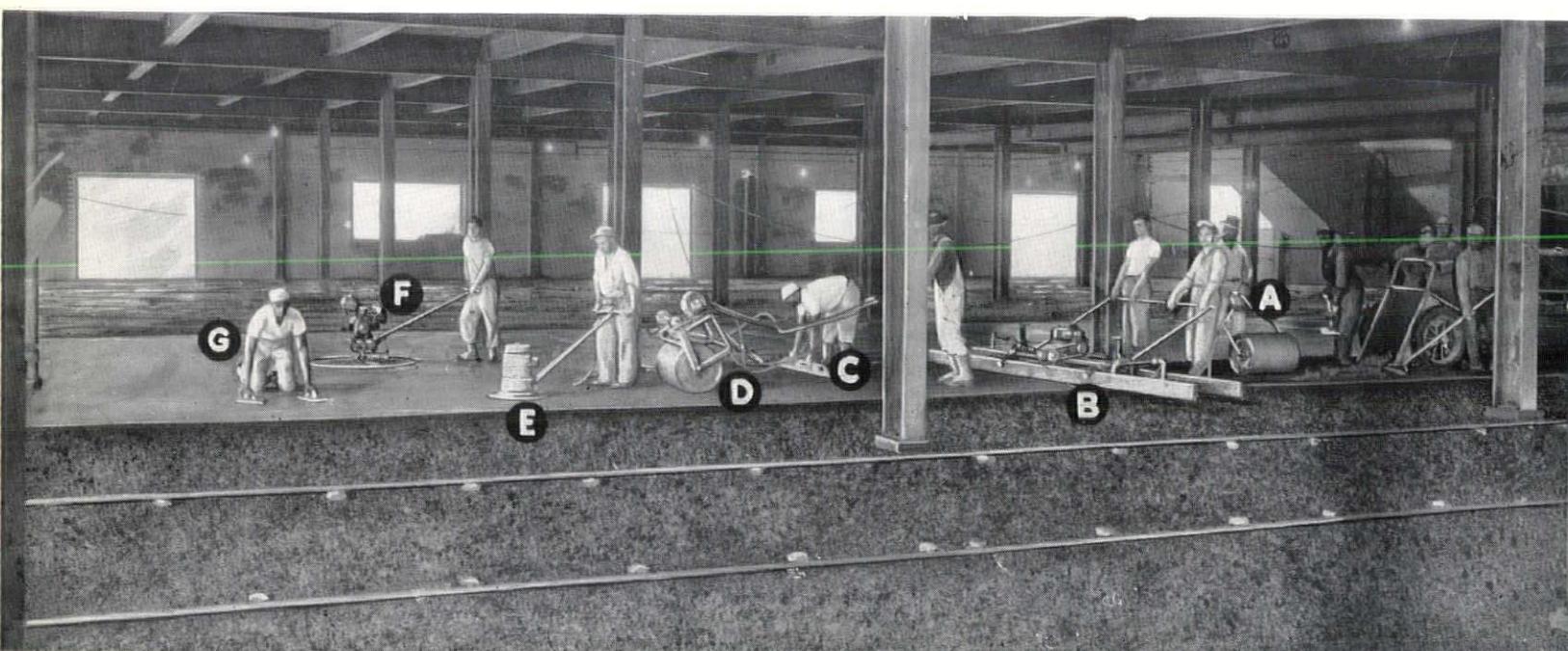
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The two moulds (cut out of stone) illustrate this situation quite well. One of them produces in one casting operation three sickle blades and the other, four saw blades. For the first time casting made completely identical tools possible.

The metal wagon wheel and musical wind instruments, fastened to the wall, lend evidence to the high level of metallurgy attained in Europe about

1000 B.C. They could cast such things only in sections: in order to fuse the parts together they added in each new section 2% more tin, which lowered the melting point. This prevented the melting of the earlier section but still permitted the parts to weld together.

All details of our picture including crucible and casting ladle are based upon excavated material found north of the European Alps.

It took 3000 years more to attain the age of machine tools and arrive at the use of steel alloys to get the modern technological know-how, in which Detroit is a recognized leader.

* This is the ninth of a series of paintings entitled "Adventures in Time", painted in full color by Marvin Beerbohm, from material prepared by Dr. George Lechler, Wayne University scientist, for the Harlan Electric Company.

C Allen Harlan



Though 50% of this block was destroyed, the Roosevelt Hotel (background) with reinforced concrete frame and floors came through undamaged structurally.

Reinforced Concrete Construction Withstands Destructive Waco, Texas Tornado



Above: Two-story building at right with reinforced concrete floors, walls and roof came through the tornado without structural damage but the adjacent structure suffered extensively. Below: This one-story warehouse was built in two sections. The section with reinforced concrete frame, floors and roof was undamaged; the other part was demolished.



The tornado that struck Waco, Tex., on May 11, 1953 killed 115 persons and wrecked property worth millions of dollars. It ripped a path of destruction one mile wide and four miles long.

Nevertheless some buildings within this area of devastation withstood the full fury of the tornado. An engineering report made following a thorough examination of the damage said, "Without exception structures with reinforced concrete frames suffered little damage."

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architectural practice

Members of the American Institute of Architects were told by their architectural practice committee that they, as average architectural practitioners, can improve their profit positions without increasing their volume of work.

More than 60 percent of the Institute's present membership is comprised of younger men, or men who have only recently entered its membership, the committee report noted. These younger men particularly have been denied much in the office training so necessary to successful office administration.

The committee accepted the interruption of the war years and the larger number of younger men in practice as a challenge and said it expects to develop administrative aids that can save time and money and also raise the general level of service rendered to the public by architects.

For one thing, the committee offers assistance to chapters and others in preparing statements of services to be rendered by architects for their fee schedules. It hopes to have, in the near future, considerable data to assist in setting reasonable fees for many types of work.

"We are concerned with the setting of reasonable minimum standards of services to be rendered by architects to their clients," the report read. "We think fees charged should be based upon and should reflect the level of service rendered."

The committee intends to go thoroughly into the question of cost estimation. There has been a change of attitude on this subject; formerly, to guarantee an estimate was in violation of Institute rules; now architects frequently are faced with the legal necessity of designing within a fixed budget. Further, it is considered a legal

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coming issues

OCTOBER — DETROIT CHAPTER, A.I.A.

NOVEMBER—ANNUAL M.S.A. ROSTER (Geographical)

DECEMBER — CLAIR W. DITCHY

JANUARY, 1955 — GEORGE D. MASON & CO.

FEBRUARY—SUREN PILAFIAN

MARCH — 41st ANNUAL M.S.A. CONVENTION

APRIL—ANNUAL M.S.A. ROSTER (Alphabetical)

MAY—SAGINAW VALLEY A.I.A.

JUNE—WESTERN MICH., A.I.A.

JULY—H. E. Beyster & Assoc., Inc.

AUGUST — 12th Annual Mackinac Mid-summer Conference

SEPTEMBER—Harley, Ellington & Day, Inc.

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MONTHLY BULLETIN

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obligation for the architect to keep the owner notified of the probable cost of a project and to notify him of any marked and unexpected increase in estimated cost. There is a need, in view of this change, for development of a method of estimating costs of construction, the committee contended.

The call for a further breakdown in the statement of architect's services, provides the opportunity for architects to collect their first payment on fees at a much earlier point in the progress of the work, the committee said. Some are recommending that payment for the first preliminary stage should be paid as a retainer prior to start of work.

In fact, the committee saw "many advantages" in splitting preliminary work into first and second stages. This, it said, would assure more complete preliminary drawings and tend to prevent a not too common practice of going directly from schematics into the working drawing stage.

Standardized Office procedures and accounting will lead to better office practice and better business methods, the committee reported. "We hold out the possibility of more profits and less worry about procedures as the gimmick to get you interested in the end results of this committee's work."

It held standardized accounting for architects to be an accomplished fact, complete and ready for use. After four years, the committee on architectural practice said, the system works and is simple and economical to keep.

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public relations

CLAIR W. DITCHY, F.A.I.A., President of The American Institute of Architects, reporting on the Institute's public relations program, states that all Institute members (more than 10,000) have profited directly or indirectly from the intense program conducted for the past two years by John W. Root, F.A.I.A., of Chicago.

Some of the influences are not readily apparent, he said. There is indication on every hand of a better press relationship for the entire profession. Institute officers and directors are meeting their public problems with a new awareness, and better policies have been established at all levels.

Mr. Root was lavish in his praise of the public relations firm, Ketchum, Inc., of Pittsburgh, which is handling the A.I.A. program. "I can assure you," he said, "that this firm has not only turned out everything required of them but have, beyond their agreement, given more time than contracted for."

As chairman of the national public relations committee, Mr. Root congratulated Walter Megronigle and Anson Campbell, Ketchum representatives, on their accomplishments in the program to date. He emphasized the importance of local participation and initiative if the program is to continue to be the success that it now is.

As evidence of the success of this program, architects' public relations are now better than ever before. Only a few years ago it was quite generally thought that architecture was the least understood of the professions, that the architect was the forgotten man, but those few years have made a great difference.

Edmund R. Purves, F.A.I.A., the Institute's executive director, says, "It is my conviction that, relatively speaking, we are far better understood than most other professions—engineers, lawyers, doctors."

Mr. Paul B. Wishart, of Minneapolis-Honeywell, speaking before the recent A.I.A. convention, predicted that the fascination of new homes would prove stronger than the legendary appeal of new automobiles, and he added: "The American people are just beginning to realize that there is more satisfaction in having a new home with all its advances than there is in having a

new car parked in front of an old home," and he went on to apply this to other types of buildings.

A recent release from the Packard Motor Car Co. begins: "Today's automobile buyers shop for appointments in an automobile just as carefully as they select the most up-to-date appointments for a home." The release continues in a comparison of the home versus the automobile, which seems to indicate that industry recognizes the architects' accomplishments in the field of public relations.

Just recently a large industrial firm about to enter into a building project for an important office building invited fourteen architectural firms from throughout the country to submit their qualifications. A similar procedure was followed with regard to the Air Force Academy at Colorado Springs. A few years ago it was common for architects to be asked to "bid" on such projects, on a basis of fees, and often including free sketches.

On the Air Force Academy, Frank Lloyd Wright broke his long-established rule of not working with others, and he joined with several firms to form Kitty Hawk Associates to solicit the commission. After the award, Mr. Wright issued a statement condemning the competition method of selecting architects. There are undoubtedly many who agree with him, but he overlooked the fact that this was in no sense a competition as the word is generally understood by the profession.

This awareness on the part of the public and potential clients is undoubtedly due in large measure to the architects' public relations program, and it must mean that newspapers, magazines and other media are cooperating because they have been convinced that the public wants and deserves to know more about architecture and building.

It will be interesting to know what the C. Allen Harlan Award of 1954 will bring forth. This competition, being conducted by the Detroit Chapter, A.I.A., with \$1,000 prize money provided by Mr. Harlan, is for the best chapter public relations program, assuming a \$25,000 budget to be spent over a five-year period. Results are to be announced this month.

To be sure...build with

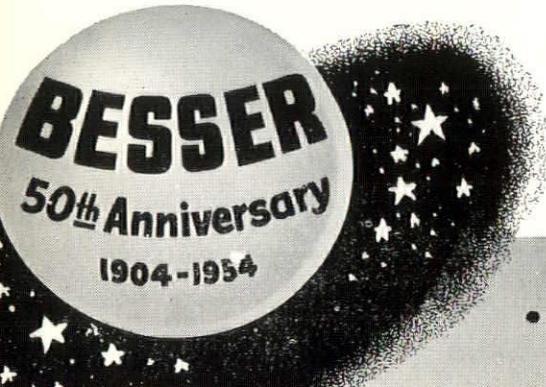
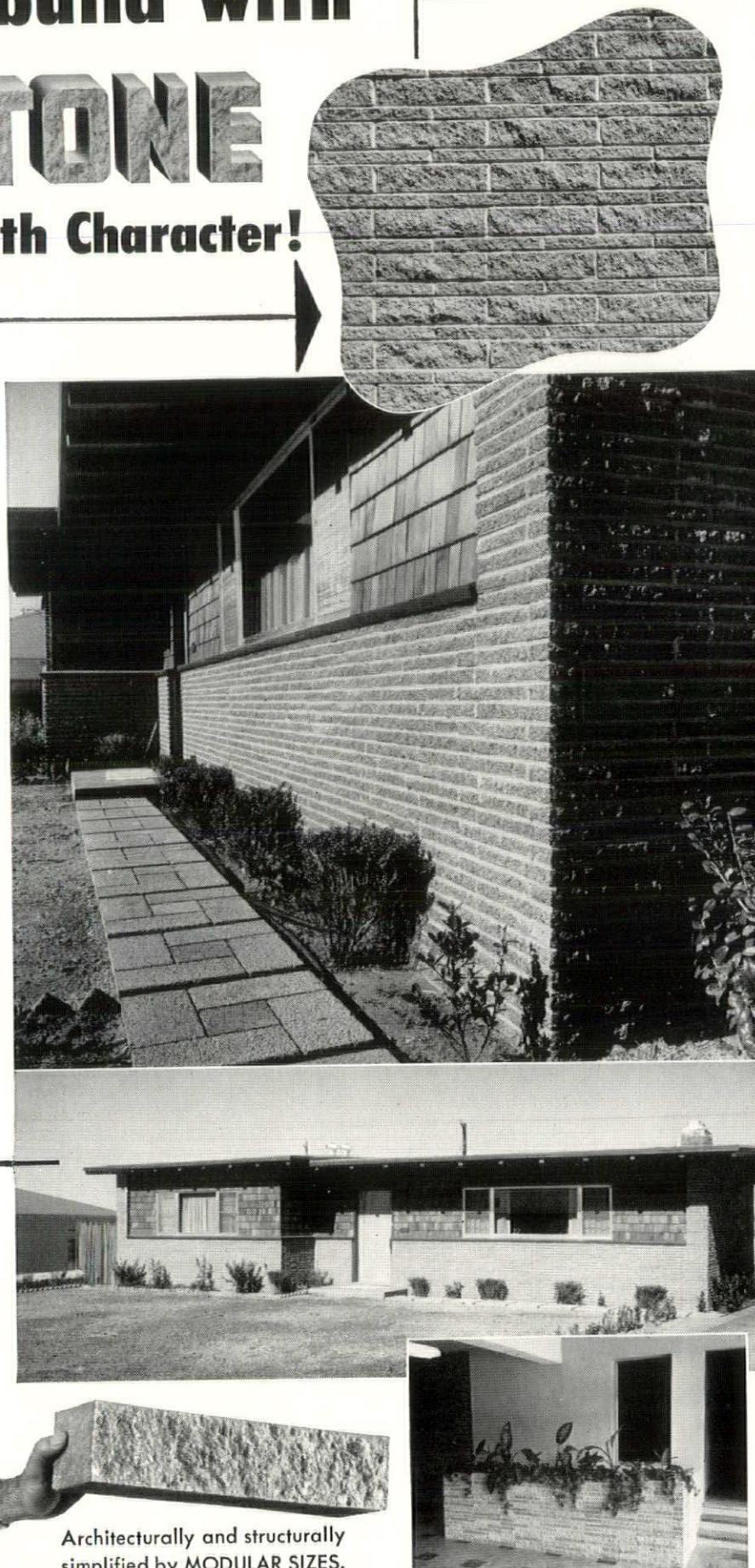
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architects in the news

california

C. DAY WOODFORD, honor awards committee chairman, for the Southern California Chapter, A.I.A., has announced the program for 1954.

This year, Woodford said, the committee felt that the architect should be able to submit all of the work he feels is particularly good instead of the usual one or two projects.

The program was issued in July, projects will be due October 11, will be judged October 16 thru the 19th and will be presented November 9. No general classifications as to building types, uses or sizes have been made, the chairman announced, and all architectural projects may be submitted.

"Good architecture," Woodford said, "is the only requirement and each project will be judged on its own merits, and not in competition to any other." Projects will cover work actually executed or entirely completed subsequent to January 1, 1949, and prior to October 1, 1954.

Awards, Woodford announced, will be in three classes: distinguished award, honor award, and honorable mention. The number of awards given in each class will be up to the jury. The jury will be Paul Thiry, Seattle, Washington; John Lyon Reid, San Francisco, California; and O'Neil Ford, San Antonio, Texas.

WILLARD T. JORDAN, opened architectural offices recently in Costa Mesa. Jordan is a member of the Orange County Chapter, American Institute of Architects.

DONALD BEACH KIRBY, Bay Area architect, has been elected regional director of the American Institute of Architects.

Kirby will direct the organization's policies and activities in California, Nevada and Hawaii.

The new regional director is currently the architect for the new \$3,500,000 Hunters View public housing project and is well known for his other Bay Area work, which includes Miss Burke's School and Atkins Store; the McPhail Building and Davidson School in Marin County; and the Vocational Trades building for the State School for the Deaf in Berkeley. He maintains offices in San Francisco, Burlingame and San Rafael.

ERNEST BORN, professor of architecture at the University of California, has been given a certificate of merit for "outstanding services in the field of architecture and civic planning" by the Northern California chapter of the American Institute of Architects.

The presentation was made at the annual dinner of the group by Harold Zellerbach, chairman of the San Francisco Art Commission.

RICHARD NEUTRA, HERMAN C. LIGHT and JAMES R. FRIEND of the firm of Honnold & Rex, were named to design a County Administration Building of Los Angeles, Calif. The building will replace the present Hall of Records, which will be demolished. A mall will join the new building and the present county building in Civic Center.

The building will cost an estimated \$11,000,000, exclusive of outlay for land, purchase of which is tentatively being arranged with the City's Department of Water & Power.

DOUGLAS DACRE STONE, Hillsborough and San Francisco architect, was awarded first place for design by the American Institute of Architects for the Peninsula Memorial blood bank.

Stone is head of the architectural firm of Stone & Mulloy, Marraccini & Patterson, who have constructed more than 55 hospitals in western United States. They were architects for the blood bank as well as Sequoia hospital in Redwood City, Peninsula hospital in Burlingame and Community hospital's new wing now under construction in San Mateo.

SAN DIEGO—An owner called the architect to know why carpenters were not on the job. Answer: They demanded a new contract requiring the owner's wife to stay away from the project.

HOUSEWIVES of the future—taking it easy in revolutionary step-saving, work-saving health-saving homes—may have a trio of architectural students from California universities to thank.

The three, seniors at the University of California, Stanford University and University of Southern California, are working on a study which may lead to standard home plans—"Heart Homes"—especially designed for those with heart trouble, or who for other reasons have been advised by their doctors to avoid hard work and strain.

They are winners of scholarships provided by the Alameda County Heart Association and the East Bay Chapter of the American Institute of Architects.

Their activities include combing architectural files and libraries for data on how homes for heart patients should be designed, compiling a catalog of literature on the subject, interviewing architects and time-and-motion engineers and talking with doctors and 400 heart patients.

On the basis of their research, a nationwide student design contest for "Heart Homes" is planned. Then a national traveling exhibition of the winning designs will be held.

"This project will extend far beyond building homes suitable for use only by the Nation's 10,000,000 cardiac cases," Don

Hardison, Richmond architect and president of the East Bay Chapter of A.I.A. said today. "We expect to find dozens of ways to make houses much easier to live and work in for everybody."

The scholarship winners are Piero Patri of San Francisco, a U. C. student; Robert Peterson of Arizona, representing Stanford, and George Collamer, Los Angeles, who studies at USC.

In addition to its research, the trio spends every other week over a drafting board in Bay Area architects' offices as paid "interns." Sponsoring the students are Hardison's office, the firm of deLappe and Van Bourg in Berkeley, the Oakland firm of Confer and Willis and H. G. Brunnier, San Francisco structural engineer.

Dr. Gordon Lamb is chairman of the heart association's committee on the design project. The Women's Architectural League of the East Bay is assisting by making special surveys.

colorado

SKIDMORE, OWINGS & MERRILL have been selected as architects for the U. S. Air Force Academy at Colorado Springs, Colo. They were among seven finalists from a field of 261 firms considered. The project, to cost an estimated \$126,000,000 for land and buildings, is expected to be completed in 1957.

Wallace K. Harrison, Eero Saarinen and Welton Becket were named consulting architects to advise Air Force Secretary Harold E. Talbot on plans and construction of the project.

washington, d. c.

JOHN HANS GRAHAM AND ASSOCIATES of Washington, D. C., has been awarded the 880 unit, 18-story apartment project for the Redevelopment Authority of the City of Philadelphia.

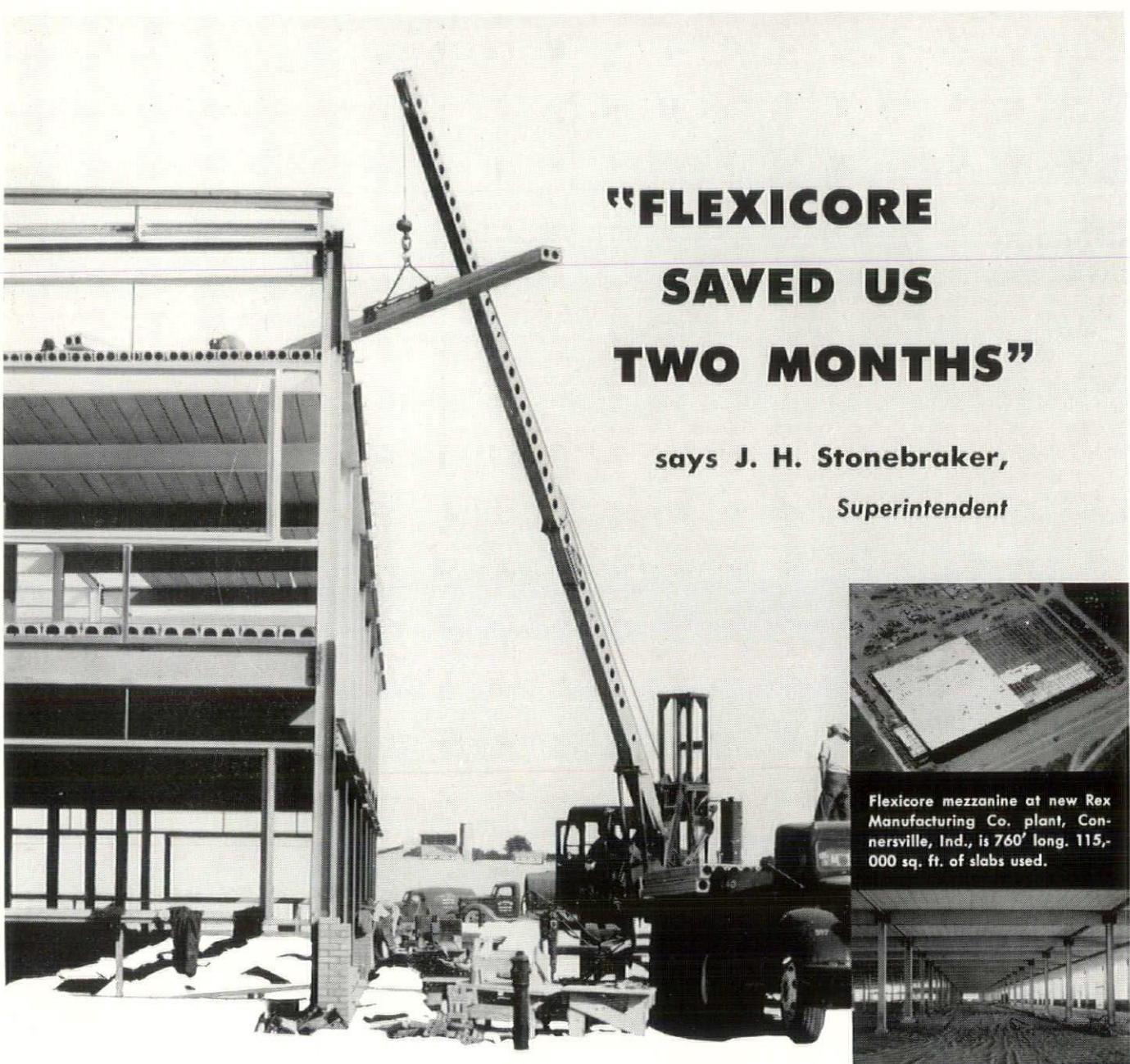
The "North Triangle" area is bounded by 22nd and Callowhill Sts., and the Vine Street Expressway, and adjoins the Benjamin Franklin Parkway. There will be space for parking of 725 automobiles, 490 of which will be housed in a two-story underground garage; commercial establishments will occupy an additional 25,000 square feet of space.

florida

LEONARD H. GLASSER, Miami Beach architect, has announced that his brother, Robert L., an associate in his office, has passed the Florida State Board architect's exam and has been admitted to practice.

At the same time, he also revealed that another department has been set up devoted to the project home field.

The Glassers have designed several groups of homes in Fort Lauderdale; Vero Beach and Marathon. They are also responsible for the new oceanfront auditorium at 10th St., Miami Beach; the Fun Fair drive-in on the 79th St. Causeway and in Miami's 990 Insurance Building.



"FLEXICORE SAVED US TWO MONTHS"

says J. H. Stonebraker,

Superintendent



The new 300,000 sq. ft. plant of the Rex Manufacturing Company at Connersville, Ind., has an unusual mezzanine floor of precast concrete slabs.

These slabs are Flexicore precast units.

"Flexicore saved us two months," reports J. H. Stonebraker, job superintendent for the A. J. Glaser Company, Muncie, Ind., general contractors.

"We didn't have to wait for

pouring and curing of the mezzanine," he says, "we went right ahead on the main floor without interference from formwork or shores."

The Rex plant was designed by Giffels & Vallet, Inc. and L. Rossetti, Detroit. It is 760' by 420', with a steel frame, corrugated metal curtain walls and channel slab roof. The mezzanine runs the 760' length of the building on one side and varies in width from 60' to 240'. It is designed for 140 psf

live load and is intended for light assembly, stockrooms, and storage.

Flexicore construction was selected to provide flexibility for future changes. The slabs clear-span 19' between supports.

The adjoining two-story office building has Flexicore slabs for second floor and roof.

Refer to Sweets Architectural or Industrial Files for catalog information or phone us for complete facts.

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DONALD R. EDGE, 819½ Flamingo Dr., West Palm Beach, has received his Florida State architectural registration from the State Board of Architecture at Jacksonville. A graduate of the University of Michigan, Edge is associated with William Manly King, architects.

georgia

CECIL A. ALEXANDER, a member of the Georgia chapter, American Institute of Architects, has received his certificate from the National Council of Architectural Registration Boards.

Mr. Alexander is a member of the firm of Aleander & Rothschild, which designed the Dinkler Plaza Hotel addition now under construction in Atlanta, Ga.

HERBERT C. MILLKEY, Atlanta architect, has been named a regional director of the American Institute of Architects.

illinois

ALFRED S. ALSCHULER, JR., A.I.A., of Friedman, Alschuler & Sincere, has been elected president of the Chicago Chapter. The election was a part of the program at the chapter's annual meeting at the Saddle and Cycle Club.

Alschuler, who was first vice president of the chapter during the past 12 months, succeeds Philip Will, Jr., F.A.I.A., Perkins & Will, who becomes a director of the chapter.

Elected to serve with Alschuler were first vice president, Samuel A. Lichtmann, A.I.A., head of the architectural firm bearing his name; second vice president, John R. Fugard, Jr., A.I.A., Fugard, Burt, Wilkinson & Orth; treasurer, Zay Smith, A.I.A., Zay Smith and Associates; secretary, William B. Cobb, A.I.A., Pace Associates, James A. Wares, A.I.A., of the architectural planning division, Marshall Field and Co., was elected a director of the chapter.

W. Fred Dolke, A.I.A., head of his own firm; Lee C. Mielke, A.I.A., Mielke & Smith, and Herbert Sobel, A.I.A., Sobel and Drielsma, were elected to serve as the chapter's delegates to the Architects Association of Illinois.

TOWN HOUSE GARDEN APARTMENTS are now to be tried in Chicago to lure suburbanites back to the city.

A new \$800,000 development on Chicago's south side calls for construction of 64 garden units. The project will serve as a pilot plan for future low cost homes designed to eliminate slum and blight areas through the initiative of private enterprise.

Officials of the development say this is an effective means of neighborhood rejuvenation. It will utilize facilities of schools, parks, public transportation, police and fire protection already established in a large city.

Bertrand Goldberg, the architect, also designed the nine million dollar north Kansas City "dynamic triangle" for which he won the Progressive Architect's annual award in 1953.

Each town house unit will sell for about

\$12,500 and can be had for \$2,500 down, with monthly mortgage payments of \$70.

Each two-story unit will have six rooms—a living room, an outside walled-in patio, living-kitchen, and a bath on the downstairs level.

The second floor will contain master bedroom and two smaller bedrooms which can be opened into one large room by folding back accordion type doors.

indiana

RICHARD JOSEPH NEUTRA, noted architect pioneer in modern design, discussed the importance of the architect's role in civic life at the auditorium of the Indiana State Board of Health Building recently in Indianapolis.

"Architecture, an Issue Public and Private," was his topic and he emphasized the architect's part in community planning for schools, housing developments, city planning and other projects.

His lecture, was sponsored by the Indiana Society of Architects, a chapter of the American Institute of Architects, with C. Eugene Hamilton, president.

Neutra also spoke in the Indiana University School of Education, on "The Theory of School Design." His lecture was part of the Indiana Mid-West School Building Planning Conference, sponsored by I.U.

School designs are one part of the Austrian-born architect's work. His houses, office buildings and housing projects are located throughout the world. He currently is working on a 10-year development plan for the Island of Guam.

He also has been consultant with the National Youth Administration, the United States Housing Authority, the United States Treasury Department on public buildings, the Federal Works Agency, the Federal Public Housing Authority and Sacramento, Cal., rehabilitation plan.

He has been interested in low-cost and prefabricated housing. One of his most famous projects is a school in Puerto Rico where each classroom has an outdoor patio and plastic classroom arrangements allowing desks to be moved to fit the class' needs.

massachusetts

WILLIAM EMERSON, 80, former dean of the department of architecture at M. I. T., received a special award from the Boston Society of Architects.

He was cited for his inspiration to young architects and his contribution to the profession in the United States.

michigan

O'Bryon & Knapp was recommended as architect for the new \$1,500,000 Kent county jail by the building and finance committees of the board of supervisors.

The committees approved a 5 per cent of gross construction costs architect fee for the job and said the service will include architectural counsel as the job progresses. The joint-meeting also urged that the board

appoint its own project superintendent, thereby reducing the architect's fee from a proposed 6 per cent.

A TOUR OF THE GROSSE PTE. AREA and dinner at the Grosse Pointe War Memorial Center was a feature of the Eighteenth National Convention of Alpha Alpha Gamma—Association of Women in Architecture and the Allied Arts.

A. W. A. and its undergraduate affiliate, Alpha Alpha Gamma, opened their biennial convention at the Park Shelton Hotel in Detroit recently, with a luncheon to welcome delegates from six states.

First program of the convention presented two speakers, Miss Lydia Siedschlag, head of the fine arts department of Western Michigan State Teachers' College, and Mr. Hrand Hampikian, Detroit landscape designer.

They discussed the relation of interior design and landscape design to architecture. Another speaker was Mrs. James Conn who talked on sculpture and illustrated points presented with 3-D slides.

In addition to the Grosse Pointe tour, a number of trips to points of interest in and around Detroit were made. Included on the itinerary were Wayne University's new Kresge Library, with architect, Suren Pilafian, on hand to explain problems of design and construction; Federal Reserve Bank Building; studio of Marshall Fredericks, noted sculptor; Cranbrook Academy; General Motors Technical and Research Center.

Climaxing the four-day meeting was a banquet at the Park Shelton, at which Minoru Yamasaki spoke.

mississippi

Gov. Hugh White of Mississippi has re-appointed five members of the State Board of Architects.

They are: E. L. Malvaney of Jackson to serve one year; L. L. Brasfield, Meridian, two years; Carl E. Mathis of Hattiesburg, three years; Vinson B. Smith of Gulfport, four years, and William I. Rosamond, Columbus, five.

They were all members of the previous board but were reappointed by the Governor as required by law.

missouri

TYRUS BILDNER, a 1953 graduate of the Washington University School of Architecture, St. Louis, Mo., was awarded the University's \$3000 James Harrison Steedman Fellowship in architecture.

This fellowship is awarded for travel and Bildner will use it for an extensive tour of Europe starting next spring.

Bildner won a competition with five other finalists on a design for a hypothetical medium-size television station.

nebraska

FRANK N. McNETT, Grand Island architect, has been elected regional director of the Central States region, American Institute of Architects.

nevada

ROBERT COLE CAPLES, Virginia City artist, was installed as an associate member of the Nevada chapter, American Institute of Architects, at recent ceremonies in the Circle RB lodge in Reno.

In a short address following presentation of the membership certificate, Caples, who is the painter of the mural in the Washoe county court house, told the A.I.A. members that a close relationship between artist and architect was desirable and almost essential.

"After all," he said, "the architect presents the wall upon which the picture, painted by the artist is hung."

He recalled that Leonardo Di Vinci's famous painting of "The Last Supper" was

drawn expressly for the room in which it hung originally.

It is widely accepted, he said, as an outstanding example of the welding of the two arts.

"I like to think that this is coming in again," he said.

More and more artists are trying to capture the elements of design, and many of their efforts are called modern, and as such are in disrepute.

"People commonly ask, 'which side is up?'" he declared. He said this is similar to trying to confine an idea within a rigid boundary.

Caples was the second associate member of the local chapter since its founding in 1949. The first was Dr. J. E. Church, retired

University of Nevada faculty member, who lectured widely on the history of art and architecture. He is famous, however, as a snow survey pioneer.

A.I.A. members attending the ceremonies included Keith Lockard, chapter president; David Vhay, Graham Erskine, Edward Williams, Dr. Church, Mr. Chamberlain, Edward S. Parson, John Crider, George O'Brien, Ralph Casazza, and DeWitt Grow.

new jersey

NEW JERSEY SOCIETY OF ARCHITECTS AND N. J. CHAPTER, A.I.A., have elected J. Raymond Knopf, president; Romolo Bottelli, Jr., first vice-president; Frederick A. Elsasser, second vice-president; Eugene M. Dennis, secretary, and D. A. Hopper, Jr., treasurer.

NELSON W. WHITEHEAD of the firm of Whitehead & Toth, has been elected new chairman of the board of governors, of the Society of Architects of Trenton, to succeed Stanley R. Dube.

Whitehead has indicated his intention to call upon the organization to cooperate in civic interests to clear the slums and any other improvements in which the architects of his city can best serve the public interest.

At the present time, Whitehead is chairman of the architects committee studying the redevelopment of the Coalport area.

ohio

CHARLES F. STEINER, JR., of Keich, O'Brien and Steiner, Warren architects, was recently elected president of the Eastern Ohio Chapter of the American Institute of Architects.

The Eastern Ohio Chapter A.I.A. includes architects in 13 counties in the eastern part of Ohio. It was organized in 1930. The counties are: Trumbull, Portage, Summit, Wayne, Stark, Mahoning, Columbiana, Holmes, Tuscarawas, Carroll, Jefferson, Harrison, and Belmont.

A graduate of Carnegie Institute of Technology in 1931, Steiner came to Warren in 1947 as an associate with Keich and O'Brien. He became a partner in the firm in 1952.

Other officers of the chapter include Richard N. Zuber, Alliance, vice president; Burt V. Stevens, Akron, secretary; and Joseph Tuchman, Akron, treasurer. Trefon Sagadencky, Cuyahoga Falls was re-elected a director for a three-year term.

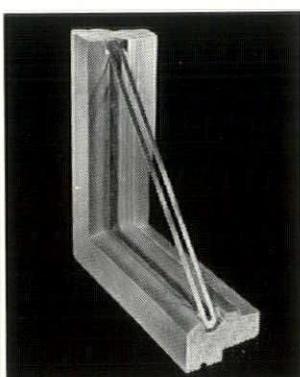
pennsylvania

J. ROY CARROLL, JR., a member of Carroll, Grisdale and VanAken, Philadelphia architectural firm who together with Fred F. Martin, of Doylestown, was awarded the contract to prepare plans and supervise the construction of the new Bucks county courthouse, has been elected a Fellow in the American Institute of Architects.

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MILTON SMITH OSBORNE, A.I.A., Head Dept. of Architecture, Pennsylvania State University, at State College, Pa., is architect for President and Mrs. Eisenhowers' Pennsylvania farm house. The President's brother, Dr. Milton Eisenhower, is president of Pennsylvania State University.

TENNESSEE

HALL & NORTON, Memphis architects, have designed a 30,000 square foot modern one story office and factory building for the Major Casket Co., Memphis, Tenn.

The outside of the building will be faced in brick and trimmed in cut stone. The entrance, of polished plate glass and aluminum, will be into a foyer off the general office. The air-conditioned office section also will include a 48x42-foot display room, a conference room with concealed compact kitchen unit, and two plywood-walled private offices.

The factory area, of exposed concrete block and steel construction, will have a loading dock with three overhead doors on the north side.

CHARLES R. BRITTON was awarded the Master of Science Degree in Architecture at the eighty second annual commencement of the Virginia Polytechnic Institute held at Blacksburg, Va.

Lt. Britton is now serving in the Air Force, assigned to the Arnold Engineering Development Center.

The title of his thesis was "A Chapel For Hollins College, Virginia, As Evolved From Our Heritage of Religious Architecture."

The following is an abstract of the thesis research and design:

"One of the most challenging problems for the architect of today is in the field of ecclesiastical building. The questions arise as a result of the varied opinions concerning architectural expression and the tremendous influence of the great buildings of the past.

This thesis points out some of the various viewpoints as of leaders in the architectural field as well as some general guides in the design of a church. In the development of this design for a non-sectarian chapel at Hollins College, Virginia, the somewhat popular trend of complete austerity or "functionalism at all costs" has been avoided, and the importance of an integration between art and architecture is considered.

TEXAS

ROBERT B. PARDUE, of Childress, has opened his own architect offices in Wichita Falls.

Pardue studied architecture at Texas Technological College in Lubbock, San Angelo and Colorado Springs, Colo.

He is a member of the American Institute of Architects and Texas Society of Architects.

Pardue was a partner with Jesse Dixon, Wichita Falls architect, until recently when the partnership was dissolved.

ATLEE B. AYRES, San Antonio architect, has been given a special award for architectural achievement by the San Antonio Chapter, American Institute of Architects. Presentation was made at a dinner in the St. Anthony Hotel culminating the annual observance of "Architect's Week."

GLENN C. WILSON, A.I.A., San Antonio architect has moved his offices from Alama Heights to 819 Gunter Bldg.

GERSHON CANAAN, a young architect, newly resident in Dallas and associated with the office of Mark Lemmon, has just had published a major work in several senses.

This book is called "Rebuilding the Land of Israel." Mr. Canaan was taken to Palestine as a youngster, decided at age five he wanted to be an architect.

He has worked with Frank Lloyd Wright Foundation. Most recently he attended the School of Architecture of the University of Texas, where he took his master's degree. Mr. Canaan's book is published by the Architectural Book Publishing Company at the price of \$12.50.

ALBERT S. GOLEMON of Houston has been nominated as a Texas Region director of the American Institute of Architects.

HARWELL HAMILTON HARRIS, director of the school of architecture, University of Texas, has been picked as architect-helmsman for the House Beautiful Texas Pace-Setter House.

The home is a joint project of House Beautiful, the General Electric Company, the Dallas Power and Light Company and the State Fair of Texas. Six architecture stu-

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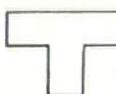
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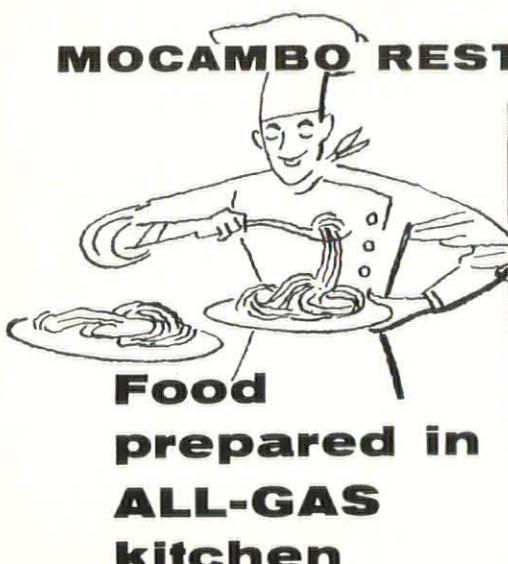


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dents are collaborating under Mr. Harris' direction.

Don Legge of San Antonio is working with Mr. Harris on the site. Neal Lacey Jr. of Dallas will write his master's thesis on the house. Others assisting are Pat Chumney of San Antonio, David Barrow Jr., Bill Hoff and Haldor Nielson Jr., all of Austin. Mr. Harris plans to make movies of the project's various stages to be used later in architecture classes.

washington

ROBERT L. DURHAM, Seattle, was elected president as the Washington State Chapter of the American Institute of Architects brought its 59th year to a close with its annual meeting recently.

Other officers elected for 1954-55 are Francis E. Huggard, first vice president; Thomas F. Hargis Jr., second vice president; Barney Grevstad, secretary; Lloyd J. Lovegren, treasurer, and James J. Chiarelli, Carl F. Gould and John S. Detlie, executive board members.

Elected delegates to the 1955 institute convention were James M. Morse, William J. Bain, Edwin T. Turner, Robert H. Deitz, William H. Carleton, Lovegren and Chiarelli. Delegates to Northwest regional conferences are B. Marcus Priteca, Ralph H. Burkhard, Gould and Huggard.

In his annual address, retiring President Detlie declared:

"All elements of the chapter's program of leadership have been substantially completed. The architect's leadership in the building industry, among business men and business organizations, in civic affairs, and in the organizations of the allied arts in Seattle, were established as specific goals. Much favorable publicity has resulted from the architect's broadening of his horizon. The public is being made aware that the architect has a larger activity than working within his profession—and this is to work in the public's interest."

President-elect Durham spoke of a wider fellowship in the profession as one of the coming year's goals, along with a broadened public relations program.

CARROLL MARTELL of Culler, Gale & Martell, architects, was installed president of the Spokane chapter, American Institute of Architects, at the Early Birds club. He succeeds Thomas R. Adkison who was elected to the group's executive committee for a three-year term.

Other officers include Carl E. Johnson, first vice president; Ralph J. Bishop, second vice president; Lawrence G. Evanoff, treasurer, and William C. James, secretary.

RICHARD H. EDDY and ALFRED W. CARLSON, Spokane architects, have formed a partnership to be known as Eddy and Carlson.

The new firm will practice general architecture and will have studio offices at Twenty-second and Jefferson.

Eddy has designed many homes and public buildings throughout the Inland Empire and has received national recognition for creative design and construction ideas. He

is past president of the Spokane chapter American Institute of Architects.

His new partner is a native of Spokane and attended Lewis and Clark high school. Carlson, 31, took his degree in architectural engineering from Washington State college.

korea

ARCHITECTS AND ENGINEERS working on Korean rehabilitation will be referred to the United Nations through the firm of Knappen, Tibbets, Abbeets & McCarthy, consulting engineers for the big task of reconstruction in that war-torn country, it is announced by Clair W. Ditchy, F.A.I.A., president of the American Institute of Architects.

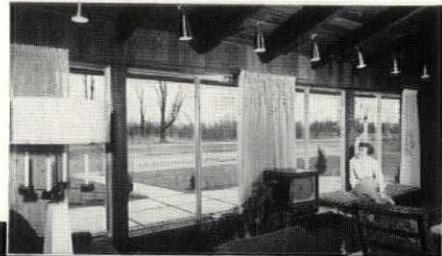
The work of rebuilding Korea has gotten underway with the aid of the United National Korean Reconstruction Agency and a handful of U. S. government agencies which are destined to play a more active role in this effort as time goes on.

The initial effort has seen a survey team go into the country to estimate requirements—types and quantities of materials to be required. A trickle of advance orders has included a call for nearly 50,000 rolls of roofing (108 square feet per roll) with required adjunct materials.

The General Services Administration is ordering these supplies on behalf of the Division of Procurement, UNKRA. The Army Engineers also are to act as a procurement agency for the UN affiliate.

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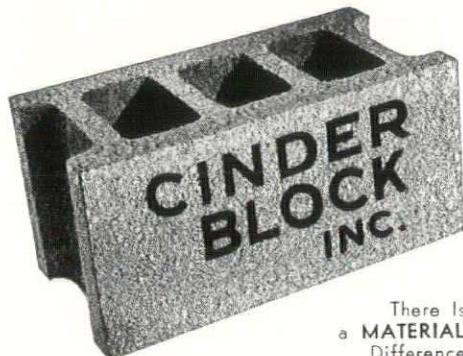
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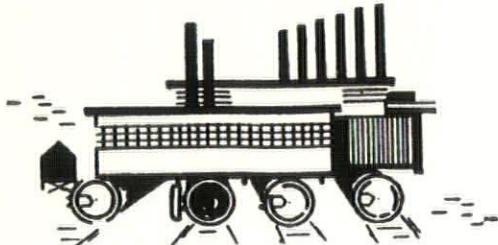


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died

FERDINAND J. BRIMEYER, A.I.A., 54, Milwaukee architect, died at Columbia hospital, Milwaukee, Wis., July 3. He was a member of the firm of Brimeyer, Grellinger & Rose.

Mr. Brimeyer and the firm were engaged principally in work on industrial and educational buildings. Some of the recent buildings on which he worked included the technical building and the brew and bottling houses of the Jos. Schlitz Brewing Co.

He also helped design the main library and the medical library at Marquette University, the bacteriology building at the University of Wisconsin at Madison, the state hygiene laboratory building there, the library at Wisconsin State college, Milwaukee, and other educational buildings in Milwaukee and elsewhere.

LELAND A. BRYANT, 63, architect, engineer and inventor, died at his home in Beverly Hills, Cal., after a long illness.

He was famed as inventor of a tooling dock which during World War II cut the tooling time for airplane plants from two years to only a few months.

Among buildings he designed was the Sunset Towers, Country Club Manor, Voltaire Apartments and various structures in the San Francisco Bay area.

DR. GEORGE HAROLD EDGEELL, 67, former dean of Harvard's faculty of architecture, and for 19 years director of the Boston Museum of Fine Arts died at his summer home in Newport, N. H.

A distinguished architectural historian, he had been associated with the Museum of Fine Arts since 1927 and had been director since 1935.

A graduate of Harvard, he received in 1913 the first Ph. D. in fine arts ever awarded by the university. In 1937, the French government made him a Chevalier of the Legion of Honor.

A. LINCOLN FECHHEIMER F.A.I.A., prominent Cincinnati architect, deaf since birth, died July 29 in London, England.

Fechheimer, 2359 Park Avenue, Walnut Hills, had arrived in London for a tour of England and the Scandinavian countries. The firm of Fechheimer & Inhorst designed many Cincinnati landmarks including Wilson Memorial Hall at the University of Cincinnati.

DELBERT K. PERRY, A.I.A., 80, died at home, New Britain, Conn., June 18. A past president of the Connecticut Chapter, American Institute of Architects.

His last big contract was assisting in the preparation of the plans for the New Britain YMCA.

Other local landmarks in which he had a part in planning included the Nathan Hale and Washington junior high schools, the new wing of the New Britain Art Museum, and the big Corbin Heights Housing Project.

He was also associated in working on plans for many of the early buildings at the University of Connecticut, the Storrs Congregational Church, buildings at Middletown State Hospital, Barnes Chapel in West Cemetery, Bristol, and many residences throughout Connecticut.

JOHN SLOAN, 66, New York architect and member of the State Racing Commission from 1934 to 1942, died June 24, at Le Roy Hospital, New York. Mr. Sloan was a partner in the firm of John Sloan Associates, 420 Lexington Ave., and lived at 200 E. 66th St.

Mr. Sloan was concerned with the construction of a number of New York skyscrapers, including the Chanin Building and the Graybar Building. Among his public works were the West Side Express Highway, the New York State Exhibit Building and the amphitheater and stage at the New York World's Fair. He also designed and supervised construction of racing centers, including the Garden State Park, near Camden, N. J.; the Atlantic City Track, near Pleasantville, N. J., and the Yonkers Raceway, Yonkers, N. Y. He carried out a modernization program at Roosevelt Raceway, Westbury, L. I.

Also in the long list of Mr. Sloan's works in New York City are the Hotel St. Regis, the Pershing Square Building, Maritime Exchange Building, American Woolen Co. Building, 29 Broadway, Rikers Island Penitentiary, Ward's Island Sewerage Disposal Plant, House of Detention for Women, Lying-In Hospital, and apartment houses at 1 Beekman Place, 895 Park Ave., and 898 Park Ave.

ARNOLD RALPH SOUTHWELL, A.I.A., 51, died at home, Oswego, Oregon, June 14.

During the years 1942-44, he developed a prefab system known as "modulok," which was used by the U. S. navy for hospital ward buildings and Wave barracks.

He was a registered architect in Oregon, California, New York, Idaho, Virginia, Pennsylvania, Maryland, District of Columbia and Florida.

Mr. Southwell, early in his career, won the American Institute of Architects medal of design.

SIDNEY T. STRICKLAND, 73, Boston architect and the first chairman of the Massachusetts State Housing Board, died in Plymouth, Mass., July 10.

Mr. Strickland was president of Strickland, Blodgett & Law until 1932, and was head of Strickland & Strickland until his retirement two years ago.

He was the architect of the Ritz Carlton and Shelton Hotels and the Junior League Building in Boston. His commissions also included restoration of many seventeenth century New England buildings.

Mr. Strickland attended Massachusetts Institute of Technology and the Ecole des Beaux Arts in Paris.

JOHN W. VICKERY, A.I.A., 83, in Miami, June 2, retired architect, and resident of St. Petersburg for 30 years until he moved to Hialeah a year ago.

Mr. Vickery moved to St. Petersburg in 1923 from Rochester, N. Y., where he specialized in the architecture of large industrial buildings. He was an architect in St. Petersburg for several years.

Born in Rochester, he was graduated from Cornell University College of Architecture in 1895. He was a member emeritus of the American Society of Architects, the Florida Central Chapter.

A. M. YOUNG, A.I.A., 70, at his home, Seattle, Wash., June 27.

The stone and steel of dozens of the Pacific Northwest's most prominent buildings record the highlights of his varied career.

Mr. Young was a senior partner in the firm of Young, Richardson, Carleton and Detlie.

Structures in which he took a leading role included the Public Safety Bldg., the Seattle Civic Auditorium, the new Field Artillery Armory, the Seattle Chamber of Commerce Bldg., Inglewood Country Club, the Yellowstone Park Hotel, Rainier Vista Housing Project, the University of Washington Fisheries Center, Lake Wilderness Lodge, the Seattle Park Department's Administration Bldg., the new Children's Orthopedic Hospital and the University's new Men's Residence Hall.

n.c.a.r.b. committee

NATIONAL COUNCIL OF ARCHITECTURAL REGISTRATION BOARDS has appointed a standing committee entitled Committee on National Council Examinations, with the duty of receiving from the state boards two copies of each of the examinations given in their states, one to be filed in the Council office, the other for the use of the Committee. The Committee will study the examinations and make suggestions on how they compare with the examinations outlined with the Council's Junior Syllabus in its Circular of Advice No. 3-53. The Committee consists of L. D. Schmidt, of West Virginia, Chairman; George P. Simonds, California; Roger C. Kirchoff, Wisconsin; Selmon T. Franklin, Tennessee; Margaret G. Fritsch, Oregon, and M. Edwin Green, of Pennsylvania.

Ralph C. Kempton, A.I.A., of Columbus, Ohio, reports that the exhibition of registration certificates at the recent convention far exceeded expectations, with 48 states and the District of Columbia exhibiting, and he added:

"The exhibit confirmed earlier beliefs that some of the certificates were in need of improvement. While this was not intended as a competition, I do believe that the State of New Mexico struck a high note in placing the word "ARCHITECT" at the top of its certificate. There were several favorable comments about this certificate."

Kempton was again elected President of the Society of Architectural Examiners, the "Gridiron Club" of the Council. Reports are that a good time was had by all who attended the convention of the Council, as well as the Society, in addition to some very constructive work. Of course, the ladies added much to the enjoyment.

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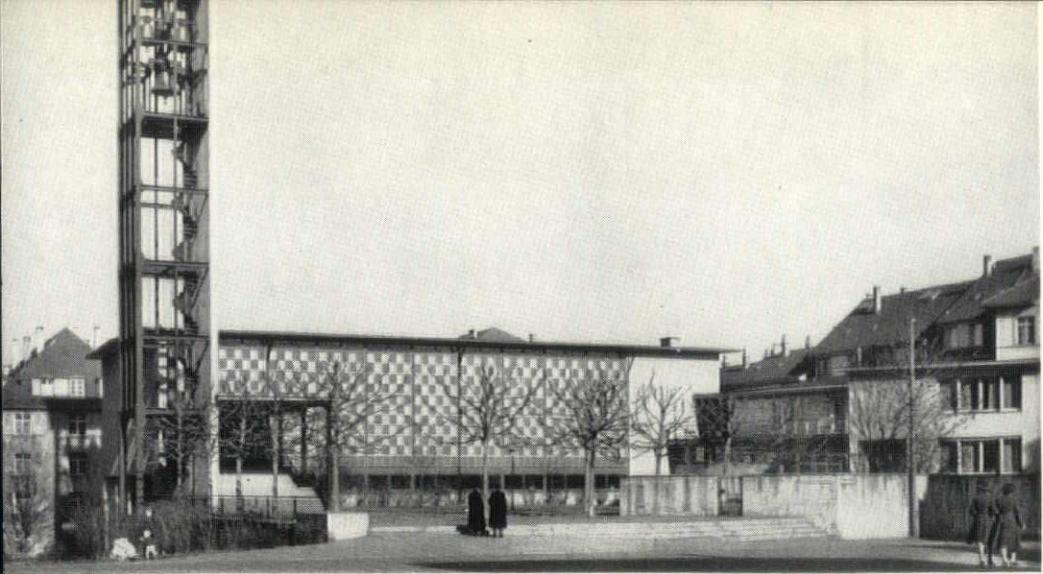
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St. Johannes, Protestant Church,
Basle, Switzerland

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European sidelights

Since my return from Europe less than a month ago, after spending ten months in travel and study of architecture and history, I have been greeted by many of my friends. My homecoming has been most enjoyable, but I have been amazed by the inevitable questions that are stock with most of my colleagues i.e., "How are things over there, and how did they treat you?"

These questions are asked with a worried look in their eyes and an expression that seems to imply that Europe is ready to blow up, and that Americans are being treated as dangerous, or at least unwelcome inlaws, or out-laws. No one has asked me about their architectural achievements, except a few who remark that they understand Germany is being rapidly rebuilt. When I suggest that France is also doing a wonderful job, and that Italy is making marvelous strides, even doing things in architecture that we can hardly afford, well—I must have visited some other planet or continent, or be terribly blind. Why, they read in a magazine how Italy has gone to the dogs, and they knew a friend of a friend who got drunk in Paris, and the gendarmes ran him in, and reprimanded him, and didn't even consider that he was an American. After all, didn't we pay for the entire war?

Truthfully, "Weren't the Parisians terribly rude to all Americans?" and "Didn't you

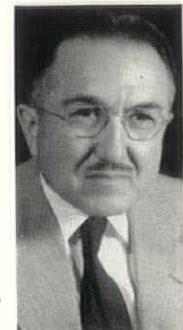
feel terribly ill at ease in a country that is so unstable?" No!

I have lived in Paris on a few short occasions before; I have a number of friends there whom I looked up, and I didn't find things too different. Possibly I don't read the right magazines, or possibly I am trained along the wrong lines, but I didn't fear **fear** in Paris as much as I did in New York on my first day back, when I was rushed to the lower level of Grand Central Station by a Civil Defense air raid warning.

Now I am not implying that the French people, and the Europeans in general, are not aware of the Red menace, and that they do not fear that another war is building up. However, they are not hysterical over the situation. Maybe they are too fatalistic about it, too passive; but at least they are looking ahead and living, and building, which does not sound too much like they are sitting down and doing nothing as we are supposed to believe. The French government has not been very stable, nor is Italy too strong; but, as far as I could ascertain, there are less than 20% of the voters that are radically social-

istic, and only half of those can be counted as communistic. That is about ten percent, though admittedly they are a vociferous and dangerous group.

Yes, the Italians and the French too have segments of their populations that are frustrated by their plight in an economy that is going through drastic readjustments. There is a communistic infiltrated group that works among these malcontents, and find a fertile field among those people who see no opportunity ahead, and who have been so suppressed by the old and now passing landed gentry. The wonder to me, as an unschooled observer, is that there are not more communists in countries that have inflated their currencies so that all savings, life insurance and government pensions are practically worthless. I wonder how passive we'd be if our money, now inflated close to four times, was inflated seventy times, as is the case in France since World War I; or one hundred twenty-five times, as is the situation in Italy. As one American suggested to



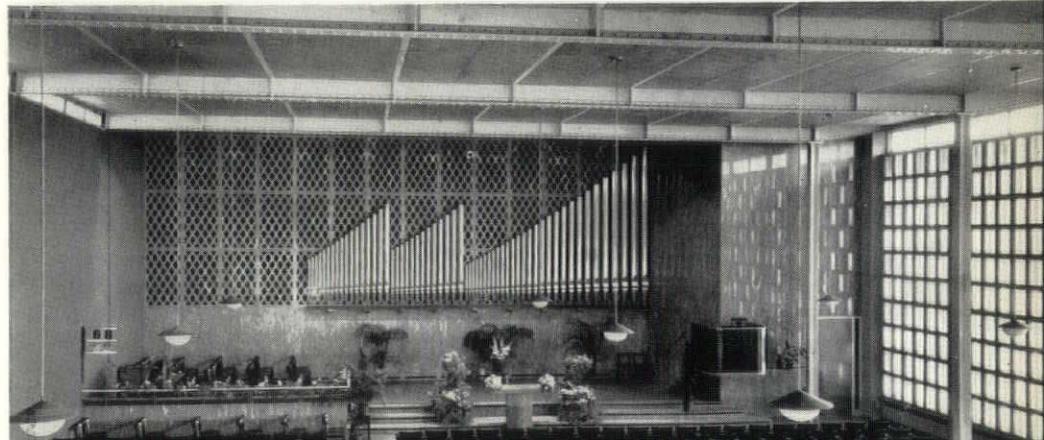
Interior: St. Johannes, Protestant Church
Basle, Switzerland

Burckhardt and Egger, Architects

Interior has exposed steel structural members painted grey; wood panelling and seats are natural wood; organ pipes are burnished silver.

Polished marble is used as background for the chancel.

Church seats 624.



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Classroom of Broadmeadow School, Needham, Mass. Architects: Hugh Stubbins Associates, Lexington, Mass. Vara Construction Co., Boston, was general contractor.

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me in Rome, "Between the cure-all politicians and the international bankers, France and Italy have been almost wrecked." Of course, there are basic causes, and they should clean their own houses. They should build a new faith in themselves and start over. However, we Americans cannot criticize too severely, since we are also now being dogged by war-time subsidies that are inflationary, yet pressure is so great that Congress can not give them up. It is easy to say, "Let's clean house, but—". So let us look more sympathetically at France who has been betrayed so many times since they won the first World War, and then lost the peace. Consider how they were occupied by the Germans for five years in World War II, and lost so terribly in men, money and morale. Is it any wonder that they are cautious now?

"Aren't the French and Italians jealous of us, and of all of our worldly goods?" Yes, in some ways; however, the average Frenchman (and Italian) knows pretty well how to live. He enjoys many things that to him are necessities and his right to enjoy, that to us are luxuries. His standard of living? Well, I can not see the great difference, except in our possession of things. His housing is practically as good as ours. There are more new apartments being built in Rome today than in any city in the United States; and they are good apartments with all of the conveniences. True, there are peasant houses that still have outside toilets, and I saw slums in Naples, Palermo and other Sicilian cities that are as bad as those of the worst districts of New York and Chicago; but all of the people do not live that way. There are not as many automobiles, but the number of motor scooters in Italy is amazing; and, they have so much fun with them that I envied their convenience and the freedom of circulation. Furthermore, the Italian (and the Frenchman) takes two or three hours at mid-day for a leisurely meal and rest. He then works until seven o'clock in the evening and has dinner at eight. He puts in his full seven or eight hours without stress on his heart and the incidents of heart failure in those

Office Building, Milan, Italy, 1951

One of the many new skyscrapers in this throbbing metropolis.

countries are much less than here. The fun of just living, and taking the time to live, is a standard which the average European enjoys far in excess of us.

But what of building, architecture? Portugal, particularly the large cities, is pulsating with construction. Lisbon is doubling her population and building an adjacent city of apartments that is both beautiful and substantial. They seem to be making a mistake of crowding too much; i.e., not leaving enough open space and definitely not enough parking. Nevertheless, the streets are wide, there are small play areas, and the apartments are convenient and fully equipped with all necessary gadgets.

Spain seems now to be on the way to recovery after her devastating civil war, but there is very little new building. The Franco government is doing some, but it appears much like the Fascist building that went on in Italy before the war. There are a few pompous facades, but architectural interest in Spain centers more in old architecture than in new. Spain is charming again. Madrid and Barcelona are luxurious. Granada and Seville are noted for their Moorish works, for their cathedrals, and for their bull fights, gypsies, and ladies with mantillas and fans. Madrid has recently opened several new hotels, the Plaza being one of the largest in Europe.

There is a great deal of reconstruction and new building in France, though rent controls which have been in force since World War I has strangled new building in housing, except that done by the government. So while there are some fine apartments going up in the devastated war areas, the housing situation in Paris



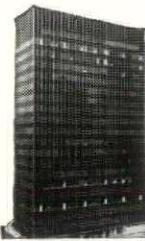
is not being alleviated. Most black market apartments—and they seem to be the best ones—I was told on good authority are rented by the Americans that occupy our more than four embassy buildings not counting UNESCO and NATO. Before World War II we had one embassy building.

The point is that France needs modern housing desperately, but doesn't seem to be able to do much about it because of rent controls, except in the devastated areas. There she is spending millions, and doing an excellent job. I toured the Normandy area from the Loire River to the Channel and saw reconstruction on all sides. Some of this work has been slow in getting started, but there was a great deal of replanning, much condemnation of land, street widenings, and even more demolition before new work was undertaken. Now a new city of St. Lo is emerging with large open central plaza, parking areas and relocated stores and commercial

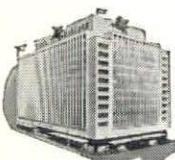


Central Railway Terminal, Rome, Italy, 1946. The ribs of the great concourse have set a precedent for concrete cantilevers which are being followed all over Italy.

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**Shopping Center, Rotterdam,
Holland, 1953**

View of one of the promenades. Color and judicious planting make this much more sparkling than is evident from the black and white photograph.

structures. Beauvais has also been replanned, and in a lesser manner Amiens, Tours, Orleans and Bastogne; in fact in every war-torn city and village from Cherbourg to Germany, France has rebuilt, or is in the process. Who perpetrates the rumour that France is sitting down?

In Italy there is a similar scene though like in Portugal, most of the building is in high-rise modern apartments. In Rome and Milan, particularly, the architects are doing some interesting work; excellent apartments with all of the gadgets and conveniences. The same planning mistakes are being made as in Portugal; i.e., not enough open spaces for parking and recreation. But the buildings themselves and the several square miles of new subdivisions all with multi-storied apartments are the mark of prosperity. Italy was also devastated in many sections during the late war, and the new commercial buildings in Milan and Naples are of excellent design. I might say that I was stimulated by the Italian design. It is imaginative and daring in construction; in no other place will one see cantilever construction carried to the limits as in Italy. Often it is faked to get an effect, but who are we Americans to criticize this point?

Switzerland is one of the leaders in modern architecture, and since 1925 has been doing basic and good work. It was refreshing to see so many modern churches, protestant and catholic, and dating from the late 20's to the late 40's. They are of concrete, cinder block, steel and stone; simple, direct and prayerful. I made a special point in looking them up, which was a great deal of fun. Sometimes it was a bit difficult to tell whether a building had been constructed two years ago, or thirty years ago. In most modern design, Switzerland has been far ahead of us for



a long time. Also, there are magnificent commercial buildings, schools, residences, restaurants, and recreational resorts. A new bathing beach in Zurich was among the nicest things that I saw.

Germany is keeping up with France and in some ways is doing better. We particularly noticed new factories and commercial buildings. In housing the United States is helping the scene by building apartments for our military personnel, and around Heidelberg and Carlsruhe, there are large subdivisions of American buildings. There are substantial buildings, and well designed, and the ones that I saw were not extravagant. Too bad we didn't build some in France. The new German commercial buildings are excellent. They may tend to be luxurious, but at least they are built to last. A new "miracle mile" shopping street in Cologne has magnificent shops, and the stores were well stocked with luxury merchandise.

Holland was my last country to visit, and here we returned to a scene like that of Switzerland; i.e. substantial, modern and though Holland was terribly devastated and the war was an interruption, the effect of its architectural development is one of continuity. Starting with the work of Berlage in Amsterdam in the early part of the century, and carrying through the work of Dudoc at Hilversum, we can see the culmination in the rebuilding of Rotterdam. This city was severely damaged in

all sections, and the central portion was completely wiped out. Here as in France, they are replanning a large section of the city and magnificent buildings are now rising on all sides. A new shopping center down near the railway terminal was refreshing to see as it is of steel and thin panel construction, and very well laid out. The new Northland Shopping center of Detroit, though very fine is no more ultra than this one in Rotterdam.

Close by there is also a new Architect's and Contractors Building for the display of building materials: a sort of Sweet's catalog in actuality for the use of architects, builders and their clients. In connection there is a lecture hall and a library where clinics are held on different types of buildings. One on school buildings, and one on hospitals had been held just prior to the time I was there. These clinics were for educators and doctors, in other words future clients.

I saw a similar display of building materials and construction techniques in the College of Architecture at the University of Madrid, Spain, and another such display covering several thousand square feet on the ground floor of the Technical College of Zurich. It was also interesting in these schools, and at Rotterdam, to see data on building and planning methods from the United States, South America and Mexico.

Is Europe sitting down, and, as some people seem to believe, letting us do everything? I can not give an unqualified answer. In building, I think we have got to scramble to keep up. With our high costs, labor difficulties, and socialistic governmental tendencies, I wonder who is leading whom. Of course, I can only judge from what I saw in the ten months that I was there. I am not a political authority, and what I saw was through the eyes of an architect.



**Exposition Pavilion, Basle, Switzerland,
1948**

Peter Sarasin and Mahly, Architects

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california convention

CALIFORNIA COUNCIL OF ARCHITECTS will hold its Ninth Annual Convention at Hoberg's, near San Francisco, Sept. 30, Oct. 1 and 2, 1954, it is announced by F. Bourn Hayne, A.I.A., of San Francisco, Convention Manager.

"MANUFACTURES' LITERATURE — FROM MAIL BASKET TO WASTE BASKET" will be the Convention Theme, and it will be developed by representatives of architects, architectural publishers, the advertising profession, producers, engineers, contractors "and Ned Purves." So says Vincent G. Raney, Program Chairman. Sounds so interesting we have decided to attend.

JUST LISTEN TO THIS from a bit of Raney literature:

Dear Sir:

Recently Sigfried Giedion, internationally known philosopher and architectural historian wrote, "The immense apparatus of the Building Industry stands between the Architect and Architecture."

Recently Frank Lloyd Wright, at an A.I.A. chapter meeting at the Mark Hopkins Hotel in San Francisco, deplored the "Architectural Plan Factories of Today" and declared in most positive fashion that he was "ashamed of his profession."

The California Council of Architects wishes to help rectify the serious condition depicted by Sigfried Giedion and wishes to gladden the heart of Frank Lloyd Wright so that the independent Architect may wax fat and thrive in the future and not be compelled, through economic forces, to submit to the plan factory threat.

In order to make a start in having our wishes come true the California Council has chosen for its theme "Manufacturers' Literature — From Mail Basket to Waste Basket" and at the coming Convention will sponsor a panel discussion on the subject of establishing a system for more adequate advertising, distribution, filing, and revising of building information.

Invited to sit on this panel shall be representatives of architectural publications, representatives of advertising agencies, manufacturers of building materials, engineers, contractors, architects and members of the A.I.A. staff from Washington, D.C. Facts shall be laid bare as to the confusion which exists at present in the building industry regarding building materials, building methods, and advertising waste. Objectives of the discussion will be to start constructive thinking for the establishment of a system for building information which will be of unquestionable benefit to all concerned, including the government at the time of a national emergency.

The California Council of Architects is well aware that the deplorable confusion and needless waste in the building industry of today is the "Fault" of no one group or element. The Council is aware that we live in a fast changing world and that change must be met by change. The time has now arrived when each of the many cogs which make up the building industry make a thoughtful re-valuation of itself and its

separate responsibilities: The advertising agency must re-value its literature of all types so that this literature is a help to the planner and builder and not a source of confusion. The manufacturer must be made aware that the literature for which he pays the advertising agency is generally thrown away promptly and forgotten because it is so often too bulky, non-informative, or useless to the builder and architect. The editors of the architectural magazines must be made to realize that their important part in the system needs thoughtful revision and re-evaluation so that confusion is not added to confusion, and that all who are supposed to be served are served in the most beneficial manner possible and for the betterment of building as a whole. The American Institute of Architects must be made aware that the "status quo" position of the Architectural Profession must change to meet the changes of the times and that a new responsibility for it has arisen on the horizon. This new responsibility is that of co-ordinator, fact finder, and advisor for all concerned.

The Convention at Hoberg's promises a stimulating exchange of thought and needs and if, by this panel discussion, minds and imaginations can be started in cooperative motion to rectify our present, admitted confusion, money will be made and saved, and the "plan factory" will not squelch the individual.

CLAIR W. DITCHY, F.A.I.A., of Detroit, national president of The American Institute of Architects, has accepted the invitation of the Federal Republic of Germany to head a group of leading U.S. architects on a fall tour of West Germany. Purpose of the trip is to further relationships between architects of the two countries and to give Americans an opportunity to observe post-war building and reconstruction in Germany.

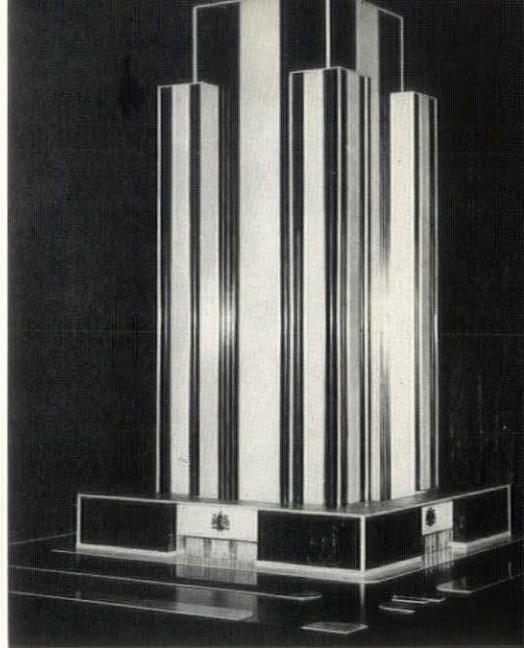
PROF. EMIL LORCH, F.A.I.A., of Ann Arbor, was architect for the restoration of the Beaumont house on Mackinac Island, recently restored by the Michigan State Medical Society.

In the article by Dr. Alfred H. Whittaker, entitled "The Beaumont Memorial at Mackinac," in our August issue, it was stated that Prof. Lorch had conducted research in both the State of Michigan and in Canada, and as a result plans of the restoration were drawn by him. The article adds:

"The plans having been drawn up, the Medical Society arranged with Mr. Warren L. Rindge, A.I.A., an architect of Grand Rapids, to act as supervising architect."

The Bulletin regrets the omission of Prof. Lorch's name as the architect who planned the restoration, in the credits which appeared on the title page of the article.

WANTED — architectural graduate with about two years experience to teach architectural drawing at Ferris Institute, Big Rapids, Mich. \$5325 for 48 weeks to one with bachelor's degree, \$5425 to one with master's degree. Call Monthly Bulletin, WO. 5-3680.



seagram skyscraper

Seagram Distillers Corp. will build a thirty-four-story "House of Seagram" on Park Ave. to cost "well in excess of \$15,000,000," it has been announced by Victor T. Fischel, president of Seagram.

The preliminary model of the building, to be located at 375 Park Ave. from 52nd to 53rd Sts., makes it appear almost as striking as Lever House across the avenue, between 53rd and 54th Sts.

Coincidentally, perhaps, one member of Pereira & Luckman, the architectural consultants who drew the preliminary plans, is Architect Charles Luckman, who, as president of Lever Brothers, was largely responsible for Lever House.

The new building will house the national headquarters of all affiliated Seagram companies. Demolition of a twelve-story apartment house on the site is expected to start soon, and the House of Seagram is scheduled for completion in 1957.

The Voisin, one of New York's most famous and expensive French restaurants, now located on the 53rd St. side of the Seagram building site, will be forced to move when demolition of the present building begins. A spokesman for Seagram said the Voisin management has been notified but that the restaurant may be invited to return to the new building after it is completed, depending on what arrangements can be worked out.

Mr. Fischel outlined plans for the building before more than 500 top executives of Seagram and its distributor firms from all parts of the United States and Canada here for the annual meeting. He said the first four stories will be of marble and bronze and above these block-wide stories will rise a thirty-story monumental tower.

Among features proposed for the building are individual entrances for major corporate divisions which comprise Seagram; a large auditorium for company meetings or community gatherings; a motion picture projection room; three large sales, advertising and display rooms which can be combined into a single banquet room; a hospitality room for the exclusive use of the company's wholesale distributors, and executive floors built around interior garden courts.

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mackinac conference



The Michigan Society of Architects Eleventh Annual Midsummer Conference at the Grand Hotel on Mackinac Island was bigger and better than every before—and why shouldn't it be, considering the cooperation of mine host Mr. W. Stewart Woodfill, President of the Hotel; Millard G. Rotter, Convention Manager; N. C. Bicking, Sales Manager, and James E. Reed, Reservation Manager.

Chase Black, A.I.A., of Battle Creek planned one of the best programs we have yet had, and he was wise in allocating much of the time to recreational features. There were in evidence many new faces, and they are sure to become repeaters in future years.

Top brass in attendance included Clair W. Ditchy, F.A.I.A., of Detroit, Institute President; Edmund R. Purves, F.A.I.A., Executive Director of the Institute; Raymond S. Kastendieck, A.I.A., of Gary, Ind., our Regional Director; John N. Richards, A.I.A.,

of Toledo, Ray's predecessor, and our own "Nancy," the wife of Governor G. Mennen Williams. Not the least was the fabulous C. Allen Harlan, the best asset the architects could have.

On the way, both going and coming, many stopped at Hidden Valley to enjoy the delightful architecture of Hugh T. Keyes, A.I.A., and the many other attractions offered by this club. Hugh has done a marvelous project, though he says Bob Swanson deserves credit for the beach house.

The letters P. C. were much in evidence—Producers' Council, Portland Cement Association, and Pittsburgh-Corning. The Producers and their families always add much to the enjoyment of these occasions. Pittsburgh-Corning sponsored the cocktail party on the first evening, while Portland Cement Association was host at the Friday evening cocktail party, at which Jim Spence was named the "Architect of the Year." He was awarded a miniature piano

mounted on a modernistic composition. The Society sponsored a third cocktail party Saturday evening.

Some apprehension was felt at the two business sessions when hardly any people attended. However, when the programs got under way the auditorium was quite well filled.

A delightful part of the program was the generosity of Brown & Raisch Company who presented several \$25 prizes. Winners of door prizes were Marshall Noecker, Bob Frantz, Leo Bauer and Fred Morrow. Winners of golf prizes were Irving Palmquist, Fred Wigen, S. A. Nurmi and Albert Fuchs. Bridge prizes supplied by Kimble Glass Co., went to Mrs. Edith Schoettley and Mrs. Gladys Anderson.

Society President Linn Smith opened the first business session Friday morning, welcomed delegates and guests, and called upon Institute President Ditchy who ex-



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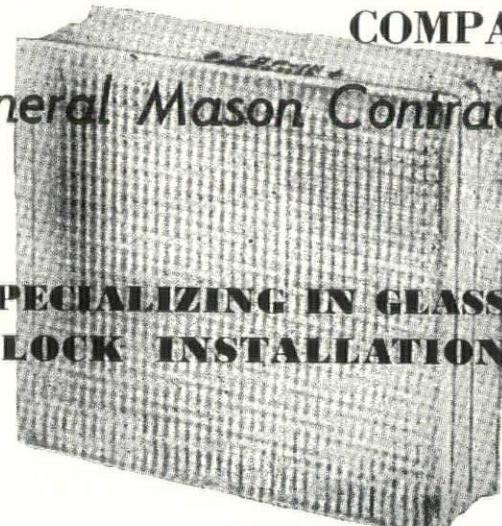
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tended greetings from the Institute. He said the finest things in life are friendships, hence it was appropriate that this conference did not schedule too much business.

Ray Kastendiesk said he and Marion always enjoyed the attractiveness of the Island. This was their eighth visit. Their first visit was when Ray was President of the Indiana Society of Architects. He announced that the Great Lakes Regional Conference would be held in Cincinnati in mid-November.

Ned Purves paid tribute to the Michigan Society of Architects and to Clair W. Ditchy as Institute President. He said the Institute nationally is in good condition, with a \$3/4 million budget, and a staff of 40 people. He related accomplishments in having architects do government work, which he said is setting a pattern for private work.

Elmer Manson presided at the seminar on Furniture and Furnishings and introduced Bud Hitchcock of the Herman Miller Furniture Company, the principal speaker. Miss Florence Dyer of the State Dept. of Administration, also on the panel, had contributed some excellent photographs. Mr. Hitchcock traced the development of modern furniture, compared it with architecture, and by color slides gave his audience an insight into how the modern movement came about, and how such furniture is manufactured.

Thomas H. Hewlett, A.I.A., of O'Dell, Hewlett & Luckenbach, Architects, of Birmingham, Mich., gave a most interesting talk Saturday morning, concerning the trip made by representatives of the architect, general contractor and stone contractor, to Norway to select the stone for the Henry and Edsel Ford Auditorium, in Detroit's Civic Center. O. W. Burke Co. was the general, and Brown & Raisch Co., the stone contractors.

In introducing Tom Hewlett, Gus Langius said he would like to have him tell how a firm of architects could get such a rich client and how the client could be induced to buy the stone in another country. Tom fully justified the junket by his interesting talk, which was illustrated by excellent color slides.

At the banquet, concluding event of the Conference, Dr. Charles E. Irvin, of the Dept. of Communication Skills, Michigan State College, was the principal speaker, and he kept his audience interested with his talk, which began with much good humor but developed into sound philosophy before the end.

Among those registered were: J. Lloyd Allen (Susan S.), Roger Allen (Margaret), George P. Anderson (Gladys), Carl W. Asmus (Julie), William J. Bachman (Marjorie), Leo M. Bauer, John Beard (Elizabeth), W. H. "Bill" Beeby, Charles R. Beltz (Amy F.), Neil C. Bertram, Chase Black (Margaret), John O. Blair (Priscilla), Erwin L. Broecker (Margaret), Paul B. Brown (Betty), Donald D. Burford (Eva M.), Sam Burtman (Molly), R. A. Curtis (Pearl), Ernest J. Dellar (Frances M.), J. Ivan Dise, Clair W. Ditchy (Berenice), Alden B. Dow (Vada), Florence Dyer, Don English (Frances), E. J. Finegan (Genevieve), John F. Finn, John B. Ford III (Mary M.), Donald



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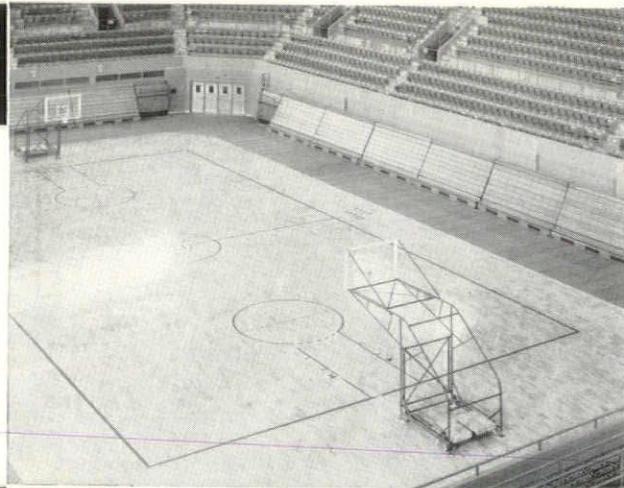
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J. R. Nicholson (Elizabeth), Marshall Nocker (Harriet), R. F. North (Patricia), S. A. Nurmi (Ruth), Slyde T. Oakley (Mabel M.), William H. Odell (Georgie G.), L. T. Ollesheimer (Irene), Irving E. Palmquist (Margaret), Haakon Paulson (Eleanor), Roy Perilloux (Genevieve), Anna R. Peters, G. D. Peterson (Mary), Jim Pirrie, Edmund R. Purves, A. M. Raisch (Aileen), Louis G. Redstone (Ruth), W. J. Rettenmier (Gladys E.), John N. Richards (Norma), Warren Rindge (Grace), Robbie Robinson (Lois), Paul Roth (Elva), Walter J. Rozycski (Adeline), W. E. Sandrock (Coy), Cyril E. Schley (Elizabeth L.), Frederick J. Schoettley (Edythe), G. W. Scott (Elenor M.), Theodore G. Seemeyer, John Skiffington, James Slimmon, Linn Smith (Grace), Ray Smith (Irene), James A. Spence (Anne R.), J. H. Gustav Steffens, Malcolm R. Stirton (Virginia), William H. Stone (Aleta B.), Matt Sumner, Howell Taylor, L. S. Taylor, Paul Tilds (Clare), William Vallett (Chris), Peter Vander Laan (Florence), Herb Vincent (Alice), Gardiner C. Vose, Frederick E. Wigen (Marjorie), Urban V. Woodhouse (Cecelia B.), Clifford N. Wright, Frank H. Wright.

1954-55 a.i.a. dinner meetings,

detroit chapter

All are at The Engineering Society of Detroit unless otherwise noted. All are on Wednesdays.

Sept. 8—Dinner in Rooms E F & G, program in auditorium. Presentation of C. Allen Harlan Awards for 1954. Subject: "Boston's Back Bay Center Development," with Carl Koch, A.I.A., as speaker.

Oct. 13—Annual Meeting and Election of Officers, Reports and Recommendations; Board of Directors of M.S.A. invited.

Nov. 17—Dinner at ESD, lecture by Jose Luis Sert at The Detroit Institute of Arts, with Metropolitan Art Association.

Dec. 8—"Northville Hospital Project," O'Dell, Hewlett & Luckenbach, Architects.

Jan. 12—Program to be announced later.

Feb. 9—Program to be announced later.

Mar. 17—Dinner at ESD, lecture by Raymond Loewy at The Detroit Institute of Arts, with Metropolitan Art Association:

Apr. 13—Program to be announced later.
May 13—Program to be announced later.

west michigan chapter

Sep. 20 — Marshall

Oct. 18 — Grand Rapids

Nov. 15 — Kalamazoo

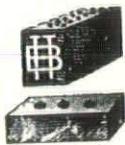
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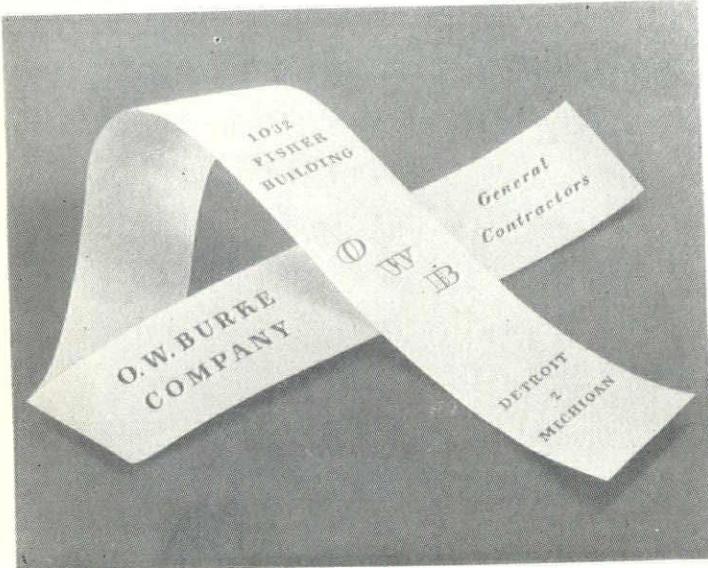
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detroit chapter's next meeting

EARL G. MEYER, A.I.A., chairman of The American Institute of Architects, Detroit Chapter, program committee, announces the schedule of Chapter meetings for the 1954-55 season, as follows:

Sept. 8, Oct. 13, Nov. 17, Dec. 8, Jan. 12, Feb. 9, March 17, April 13 and May 13.

The November 17 meeting will be jointly with the Metropolitan Art Association, at which the speaker will be Jose Luis Sert, architect and city planner, now on the faculty at Howard University. The lecture, in the auditorium of The Detroit Institute of Arts, will be preceded by a dinner for Chapter members at The Engineering Society of Detroit.

Similar arrangements have been made, tentatively, with the Art Association for March 17, when it is expected that Raymond Loewy, industrial designer, will be the speaker.

All other Chapter dinners and meetings will be at the Engineering Society's headquarters in the Rackham Memorial Building.

The Chapter's annual meeting and election takes place on October 13, at which time the Board of Directors of the Michigan Society of Architects have been invited to attend.

ANNE CATHERINE KREBS, A.I.A., of 71 Radnor Circle, Grosse Pointe, sailed from New York on July 27, for a three-months tour of Europe. She was accompanied by Mr. and Mrs. Lester Fader. Miss Krebs and Mr. Fader had been employed by the Detroit architectural office of Leinweber, Yamasaki & Hellmuth.

Miss Krebs, a native of Belleville, Ill., received her B. S. in architecture from the University of Illinois in 1946. She was in private practice in Illinois from 1947 to 1951.

HAROLD E. WARD, 1963 West Grand Ave., Detroit, has been elected to associate membership in The American Institute of Architects. Detroit Chapter, it is announced by Leo I. Perry, Chapter treasurer.

A native of Maryland, Ward received his degree of B. S. in Architecture from Illinois Institute of Technology in 1950. He is now employed by Giffels & Vallet, Inc., L.



CARL KOCH, A.I.A.

Distinguished architect who will speak at Detroit Chapter, A.I.A. meeting Sept. 8.

Rossetti, Associated Engineers and Architects.

THE JURY FOR THE C. ALLEN HARLAN AWARD OF 1954 met at the Detroit Athletic Club on August 27, it is announced by Dean Wells I. Bennett, F.A.I.A., architectural advisor to the competition.

Members of the jury are W. Hawkins Ferry, Sol King, John N. Richards, Linn Smith, and William E. Stirton, Bennett said, and he added:

"The competition, sponsored by the Detroit Chapter, American Institute of Architects, is to determine the best public relations program for the Chapter, assuming a budget of \$25,000 to be spent over a five-year period. Cash prizes of \$1,000 were made possible by Mr. Harlan."

WALTER KLOSKE, A.I.A., formerly of 16836 Linsdale Ave., Detroit, has moved his architectural office to 514 E. Kearsley, Flint.

Kloske will transfer his American Institute of Architects membership from the Detroit Chapter to the Saginaw Valley Chapter.

LINN SMITH, A.I.A., president of the Michigan Society of Architects, announces the appointment of Edward G. Rosella, A.I.A.,

CARL KOCH, A.I.A., of Cambridge, Mass., will be the speaker at the first fall meeting of the Detroit Chapter, A.I.A., Wednesday evening, Sept. 8, in Detroit's Rackham building, at 8:00 p.m.

Mr. Koch received his bachelor's and master's degrees from M. I. T., then traveled and studied in Europe on a fellowship. He is registered in five states and by NCARB.

His career in architecture has been a most distinguished one, and he further distinguished himself in industrial design, teaching, writing and other fields.

At present, Mr. Koch is a member of Boston Center Architects, the group who are designing the Boston Center Project, which will rival Rockefeller Center in New York, and this will be the subject of his Detroit lecture.

Mr. Koch's address will be in the ESD auditorium, following a Chapter dinner in the same building. The program, which will be illustrated by slides, will be free and open to the public, including ladies.

lavern r. bennett

LAVERN R. BENNETT, A.I.A., member of the firm of Bennett & Straight, Architects, of Dearborn, Michigan, died on July 25 in Alpena General Hospital, near his summer home, where he was vacationing. He was 64 years of age.

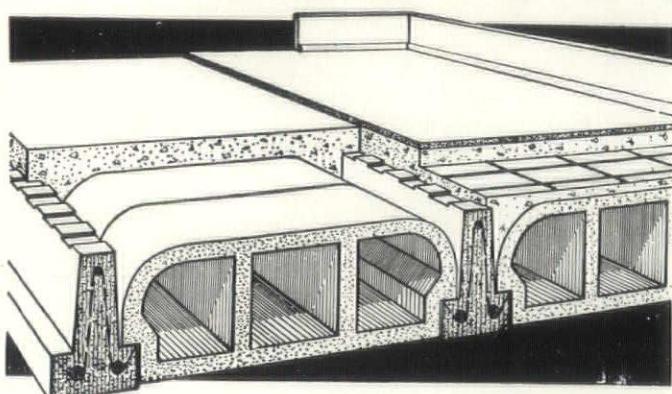
Mr. Bennett, a native of Cleveland, Ohio, was educated in Detroit public schools and the Detroit Institute of Technology. After working in various Detroit architects' offices, he became registered as an architect in Michigan in 1930 and he entered his own practice the following year.

He was a member of the Woodward Avenue Presbyterian Church in Detroit, The American Institute of Architects, its Detroit Chapter, the Michigan Society of Architects, Engineering Society of Detroit, Optimists Club of Dearborn, and the Lost Lake Woods Club.

Surviving are his wife, Gertrude; a daughter, Mrs. William K. Kimberly, and two grandchildren. The family home is at 18571 San Diego, Lathrup Village.

as chairman of the 1955 and 41st annual convention of the society to be held at Hotel Statler, Detroit, March 9-11, 1955.

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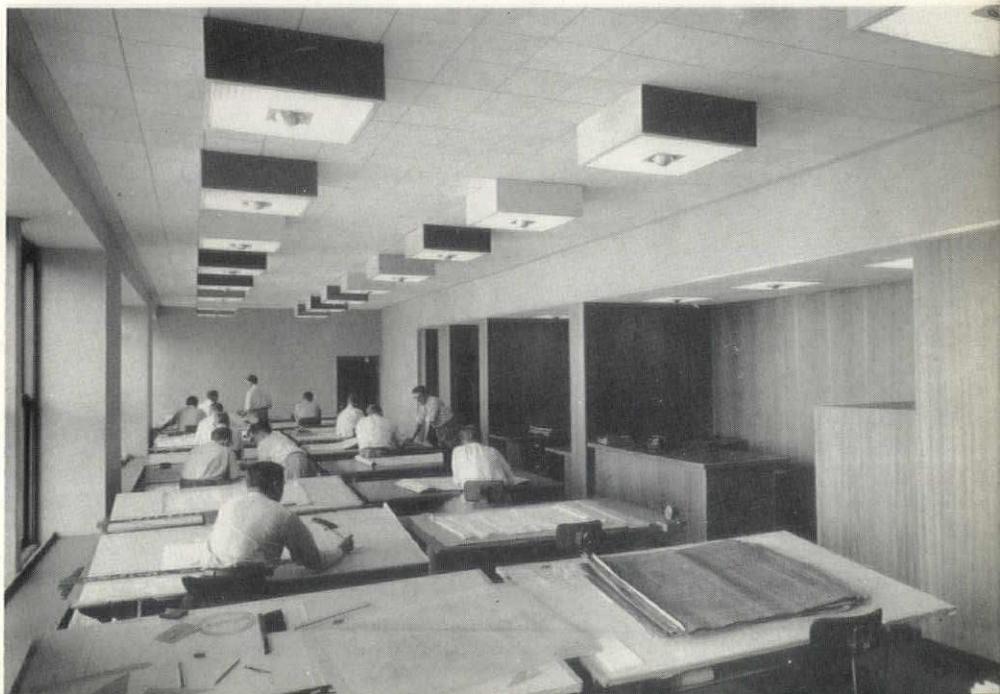
Lobby



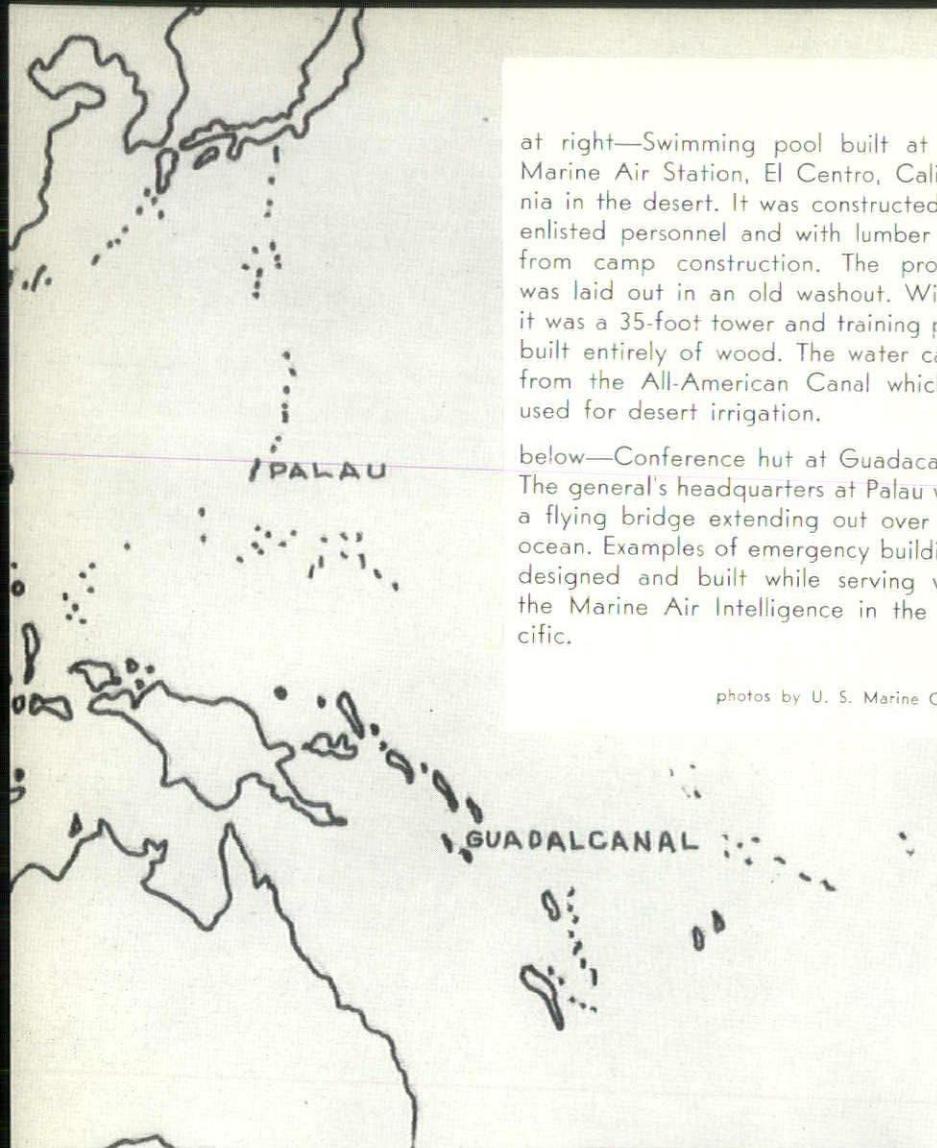
Conference Room



Drafting Room



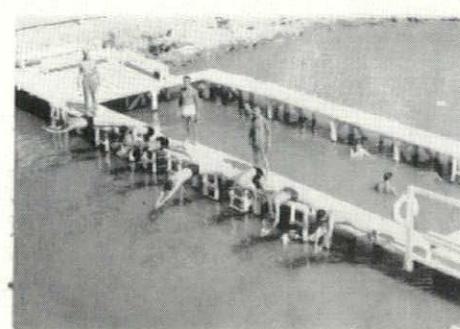
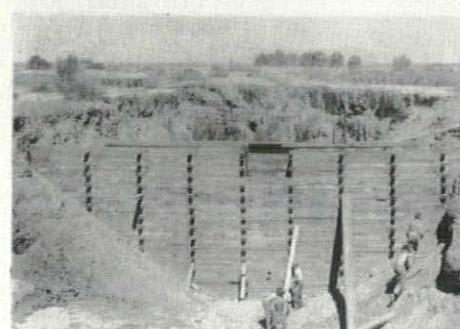
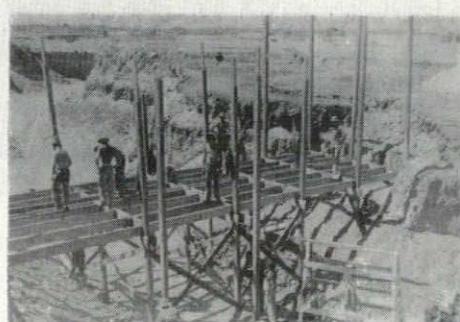
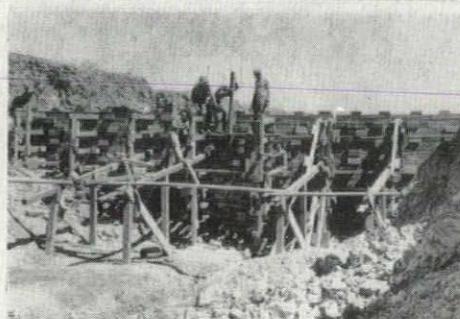
photos by william e. bradley

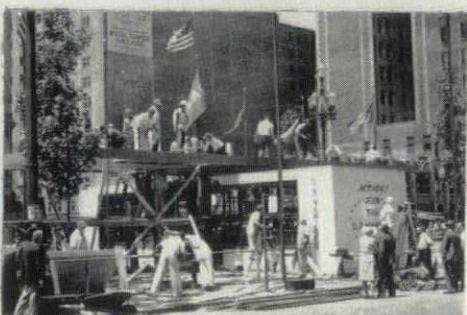
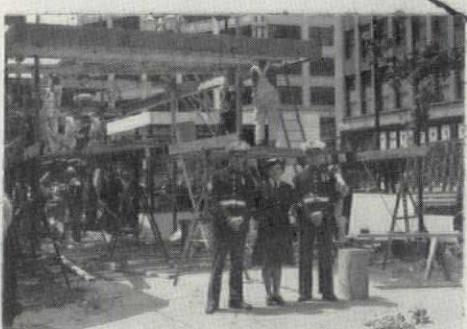
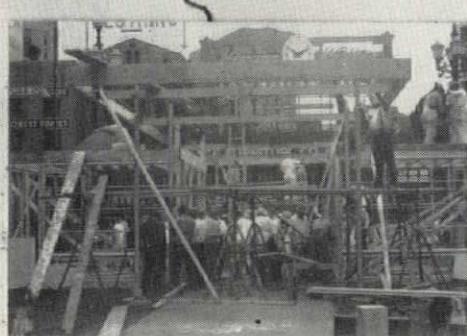
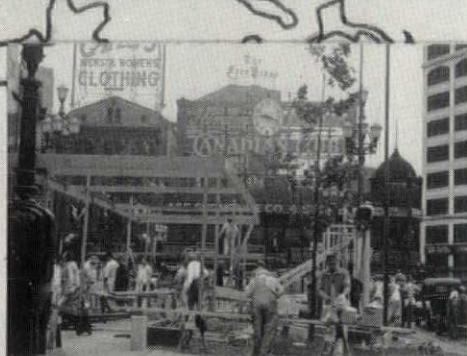


at right—Swimming pool built at the Marine Air Station, El Centro, California in the desert. It was constructed by enlisted personnel and with lumber left from camp construction. The project was laid out in an old washout. Within it was a 35-foot tower and training pool built entirely of wood. The water came from the All-American Canal which is used for desert irrigation.

below—Conference hut at Guadalcanal. The general's headquarters at Palau with a flying bridge extending out over the ocean. Examples of emergency buildings designed and built while serving with the Marine Air Intelligence in the Pacific.

photos by U. S. Marine Corps

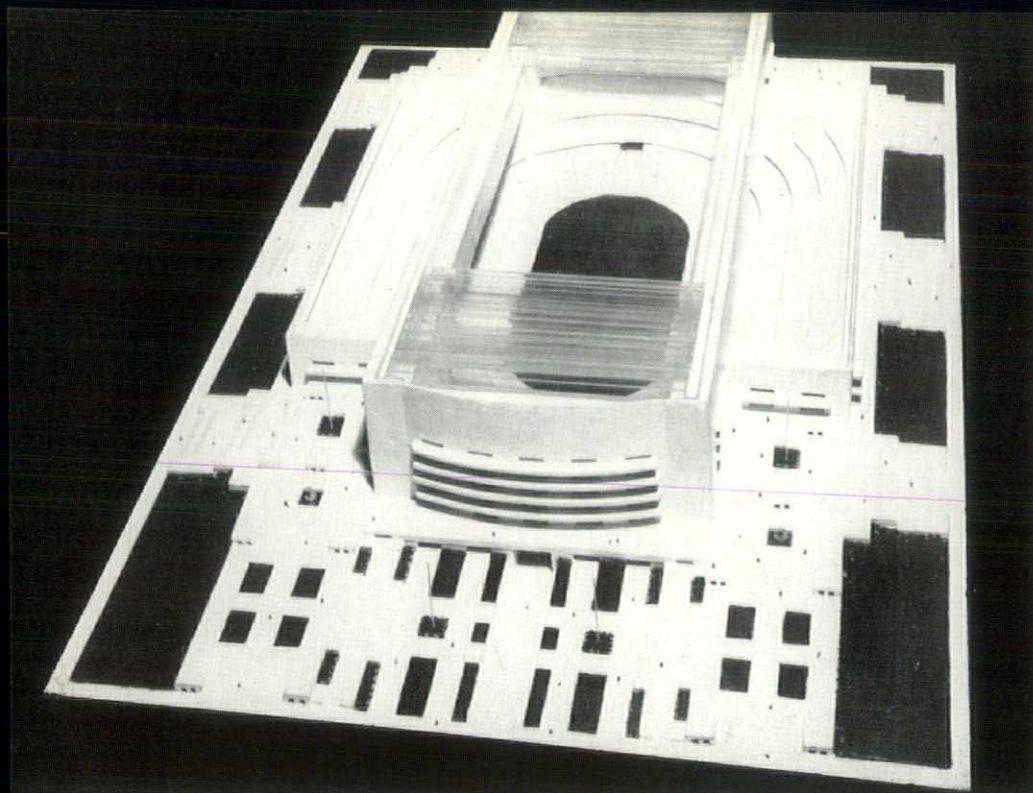




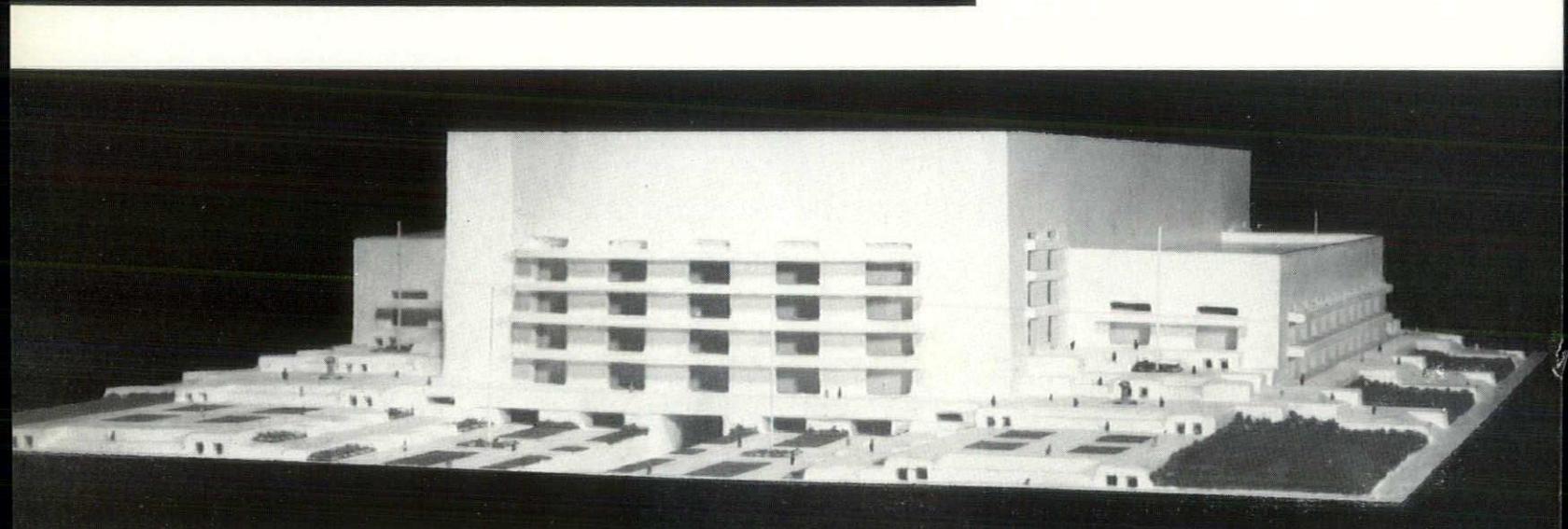
The U. S. Marine Recruiting Station was built in one day on Sunday, June 21, 1942, from 7 a.m. to 7 p.m. All labor and material was donated. The pictures to the left show the progress made during that day. Construction which was not prefabricated was co-ordinated by Jerry A. Utley Co. Complete with heating and lighting, the unit was dedicated that night at eight over a permanent radio broadcasting station built within to the memory of Lt. George H. Cannon.

Marine Corps recruiting pictures by elmer astleford

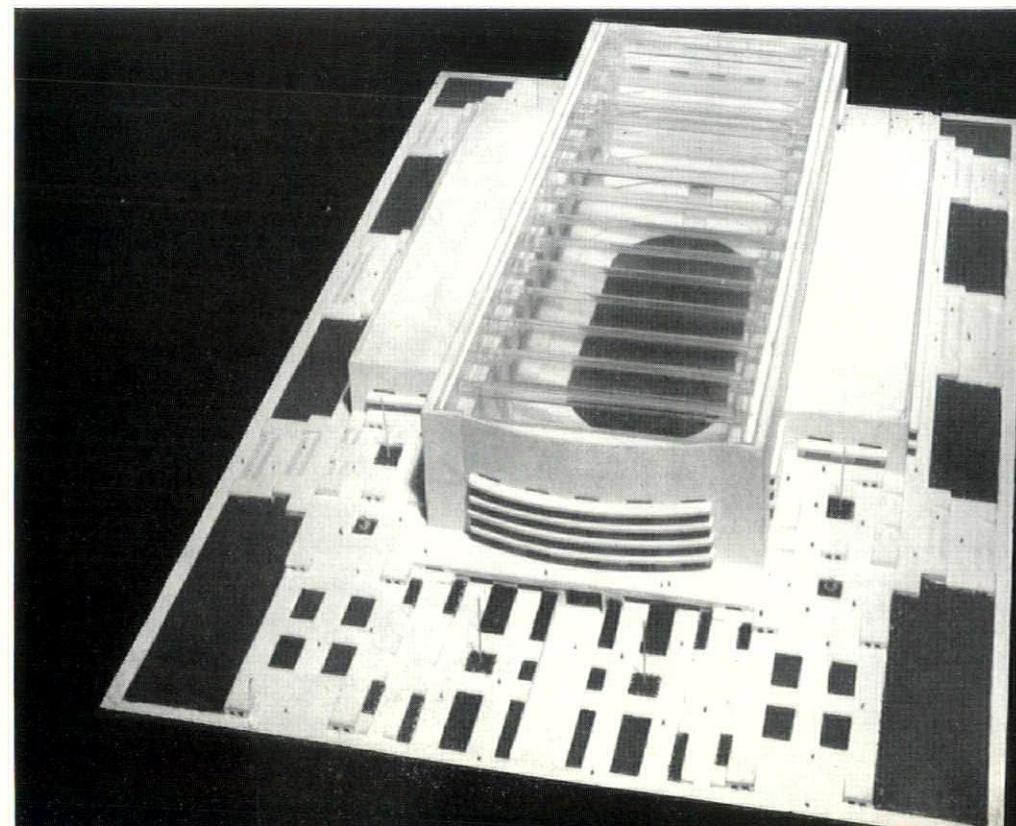




Proposal for an Olympic Stadium



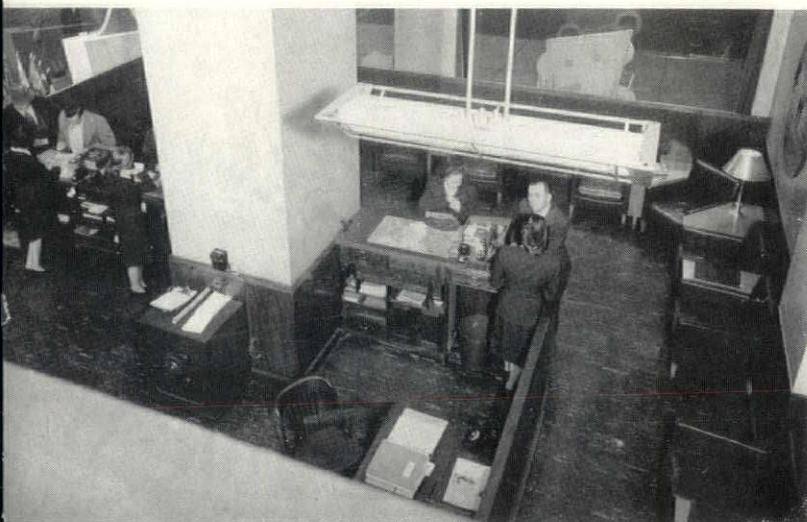
The model of the stadium as presented to the committee and the City Plan Commission for the 1956 Olympics which were anticipated for Detroit. It is a working model showing the method of opening and closing of the roof which is one of its features. It was designed for maximum traffic flow with a seating capacity of over 100,000, parking for 5,000 cars and bus terminals within the building.



photos by manning bros.



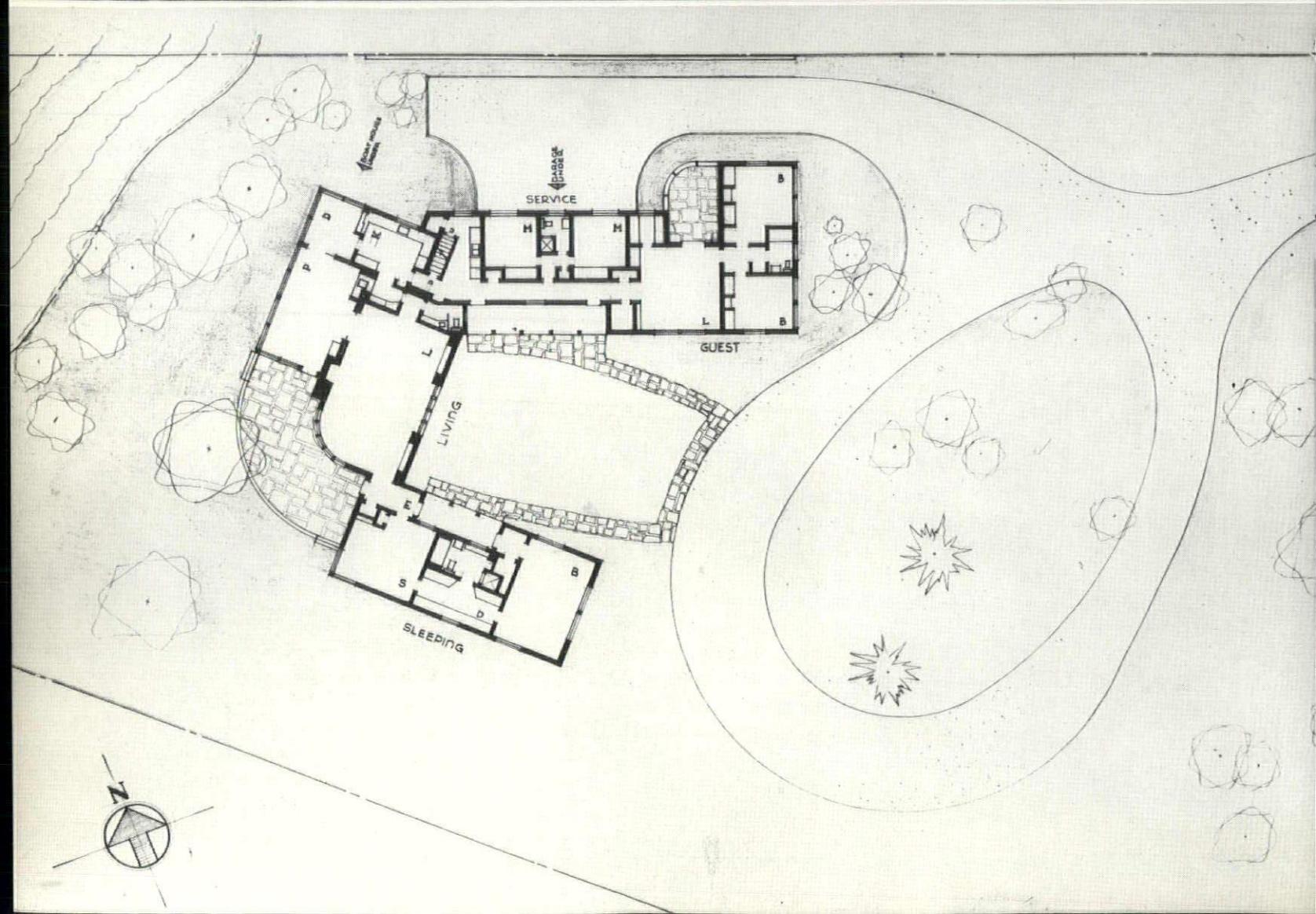
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Before and after pictures of the American Airlines Ticket Office in the Book Building on Washington Boulevard, Detroit. It was the first corrugated plastic ceiling installed in the Detroit area. The map and eagles are lighted by concealed spot lights.

photos by richard shirk





**Residence of
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Lake Angelus
Michigan**

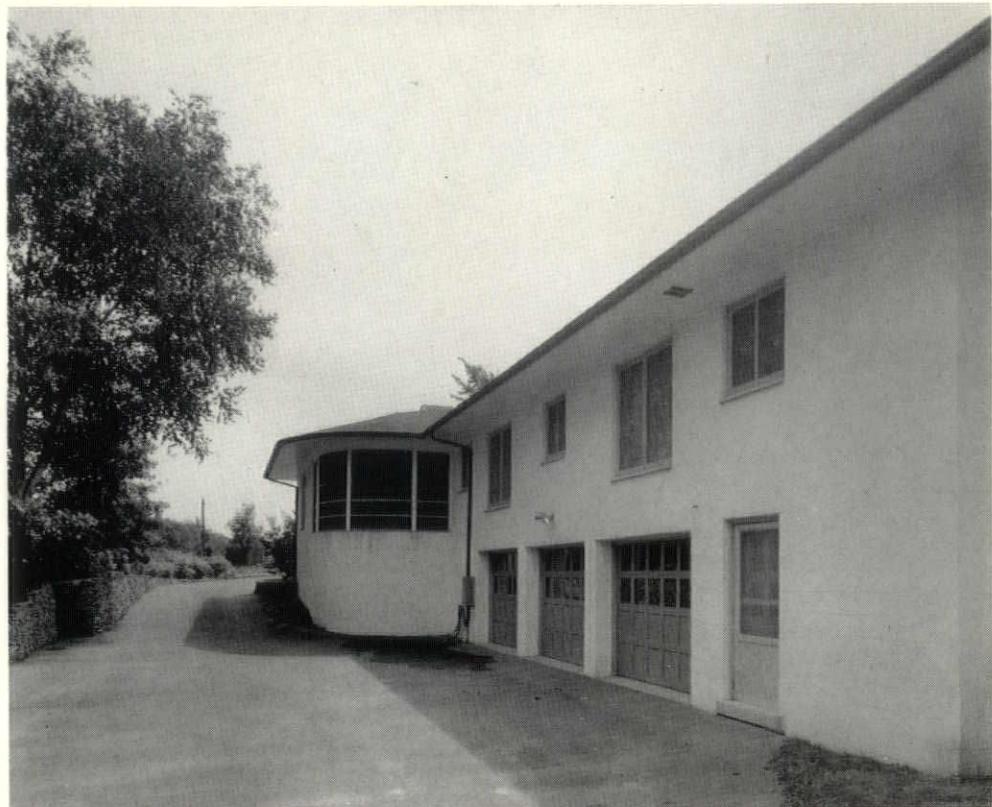
right: side court garage and service entrance

below: entrance court

left upper: view from lake

left lower: plan of house designed with separate quarters for guests including a lounge area and kitchenette.

Interior pictures are shown on the page following.

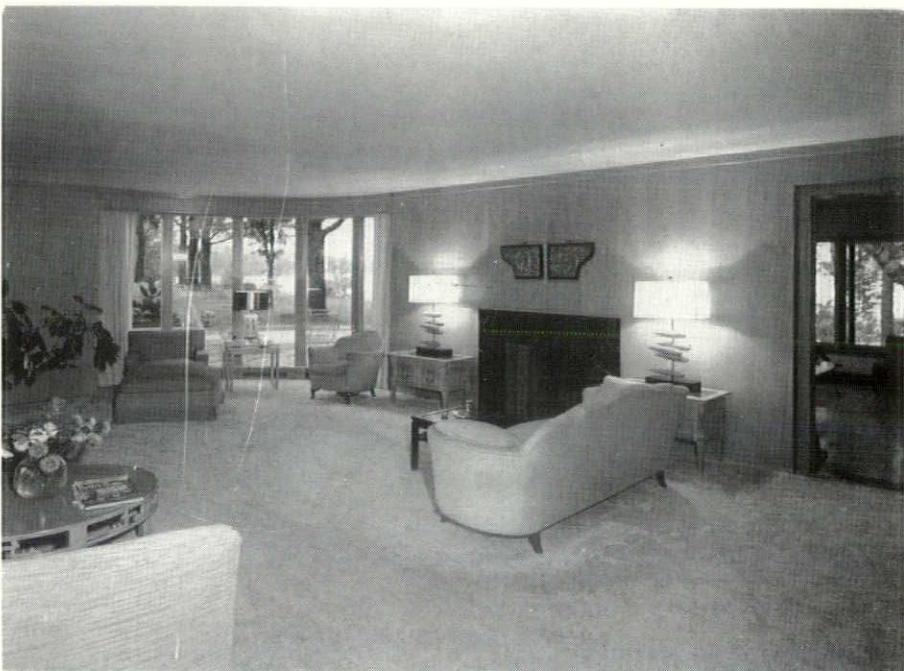


photos by w.m. e. bradley





Interior looking into entrance court



Interior looking onto lake



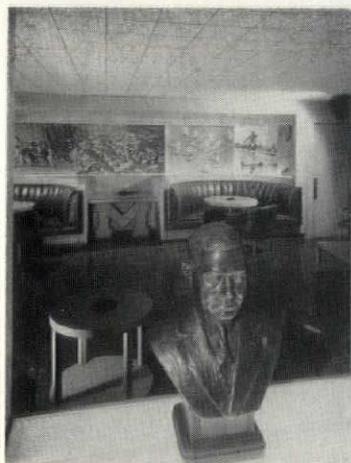
Refreshment counter

photos by william e. bradley

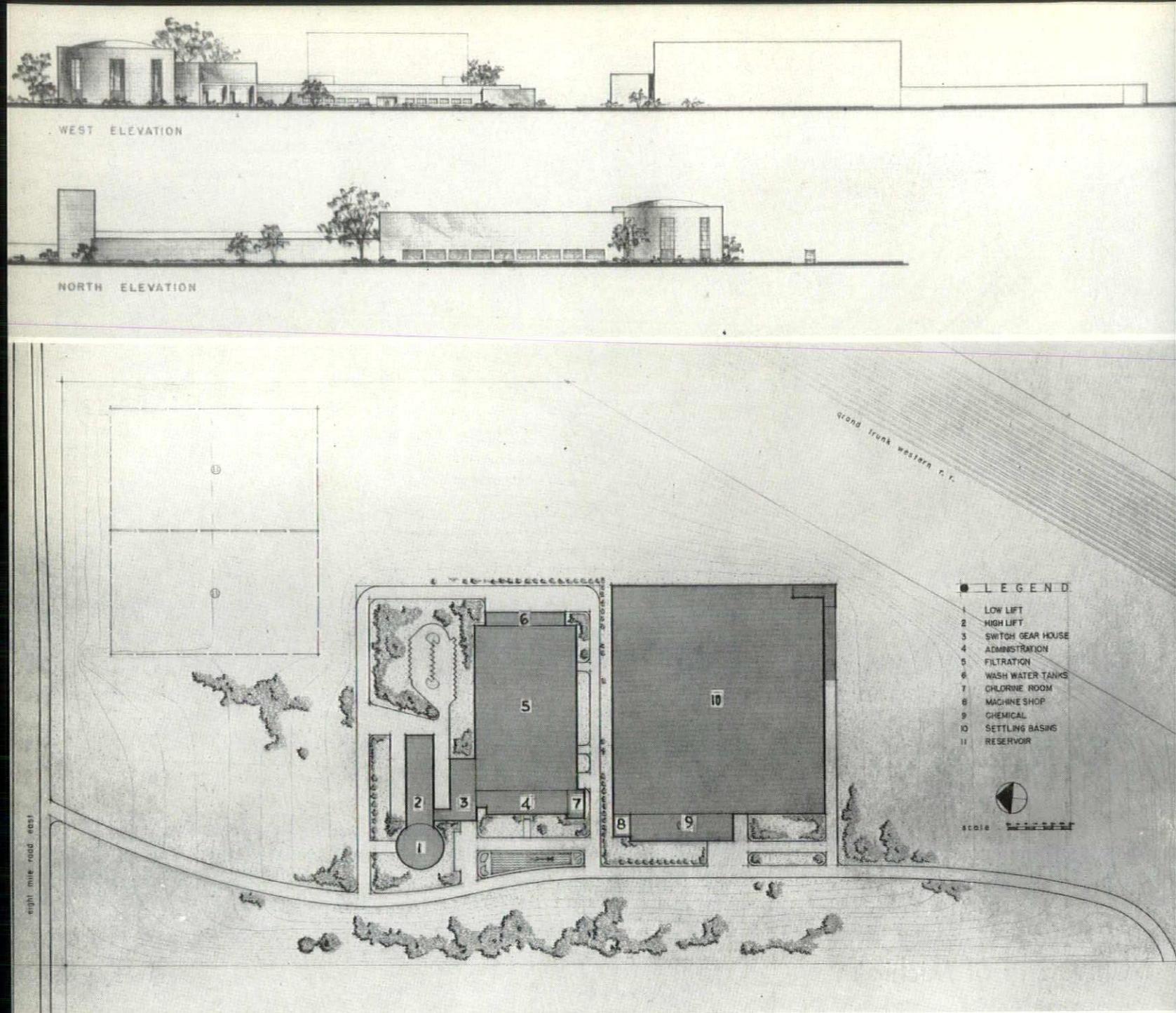


M Club University of Michigan Built in Yost Field House

These rooms are set up as quarters for active and graduate athletes. Featured are oak walls, photo murals floated on plate glass, with furniture of maize and blue leather and occasional chairs upholstered in pigskin. Small pictures show a bust of Yost lighted from below, recessed sections for weekly photos of events, which are separately lighted, and the door to the "M" room.



photos by john s. coburn



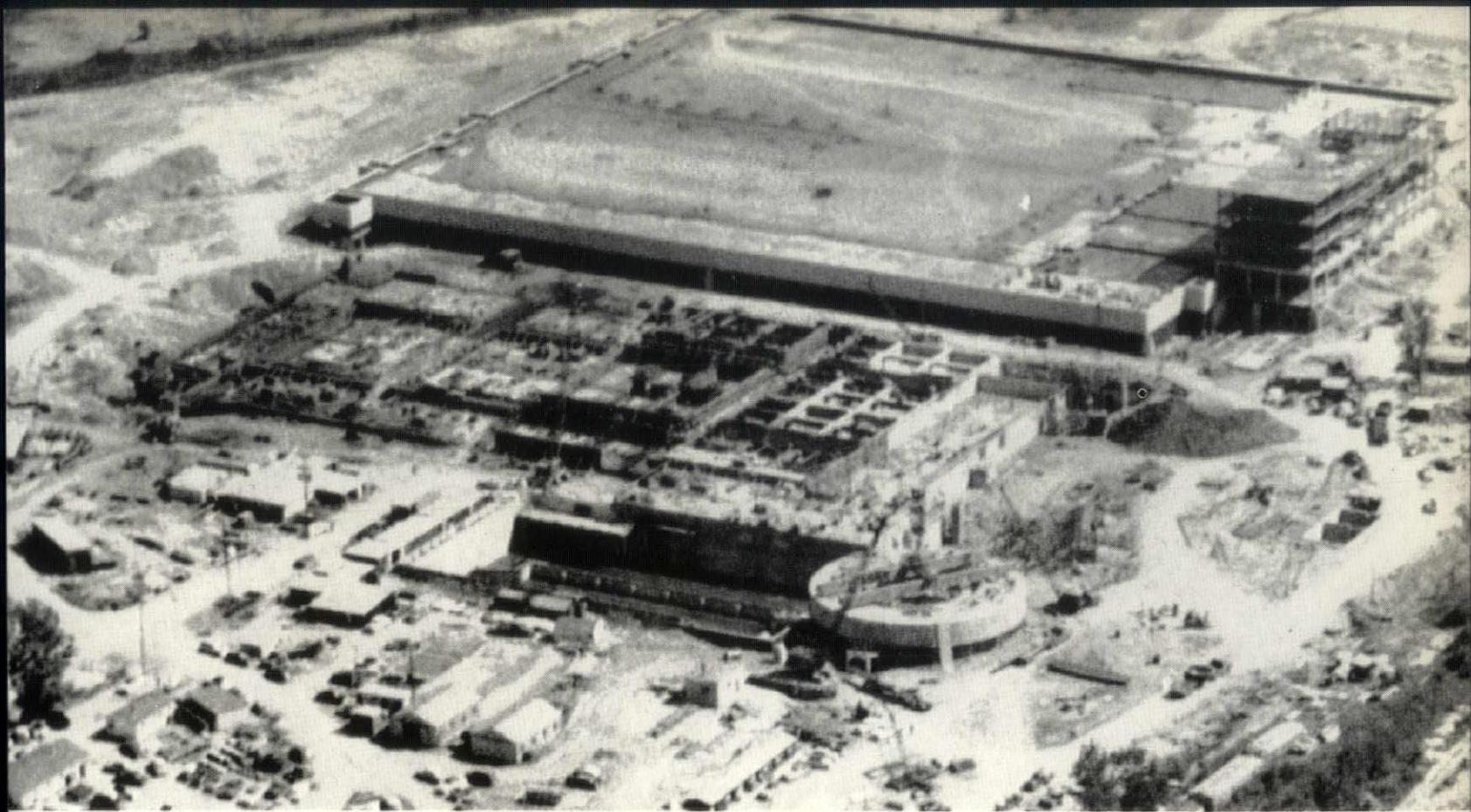
Northeast Water Station

As architects we have collaborated with the Department of Water Supply through the Division of Engineering.

The photos show early studies, the plot plan, and construction work taken August 20, 1954. This type of project calls for more construction underground than above. The circular unit is the Low Lift into which water from the Water Works Park area flows by gravity through a ten foot diameter tunnel. It is 105 feet in diameter and as a caisson was sunk 140 feet into the earth.

photos by william e. bradley



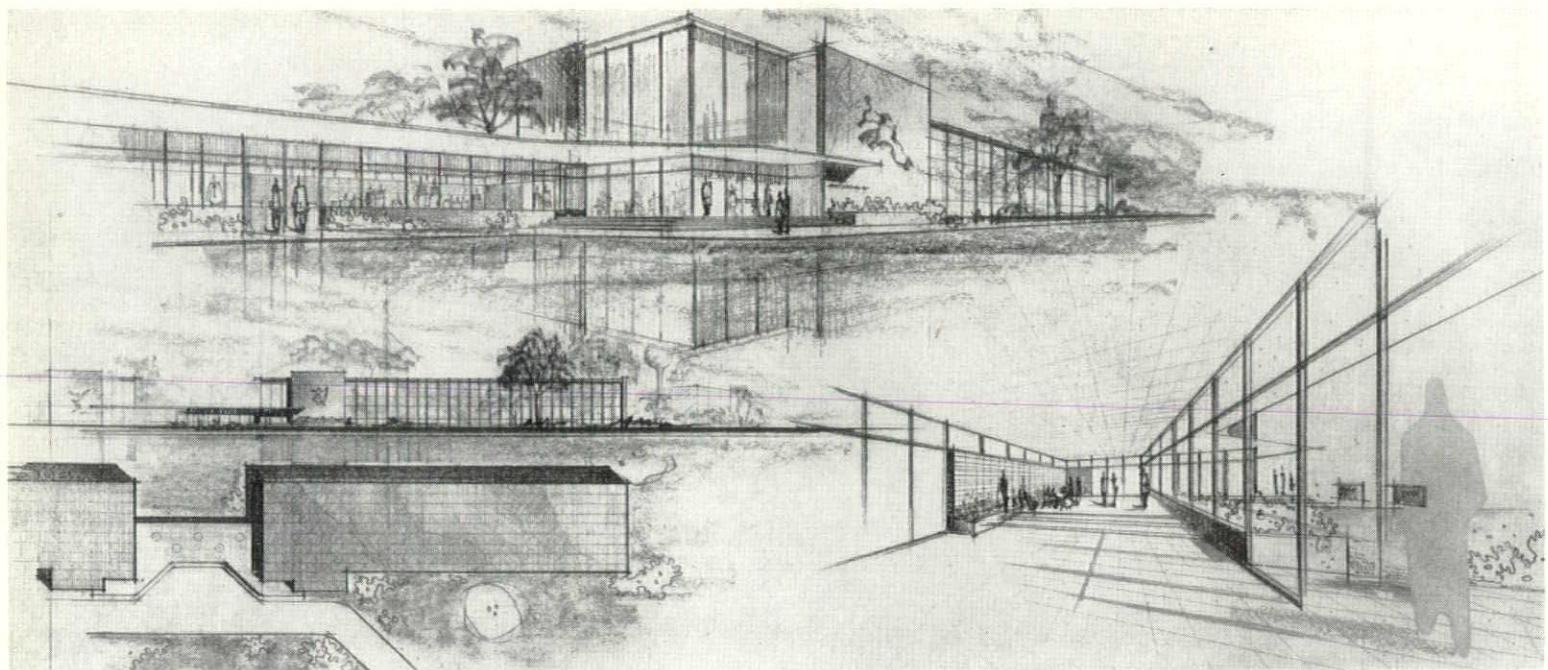


photos by william e. bradley

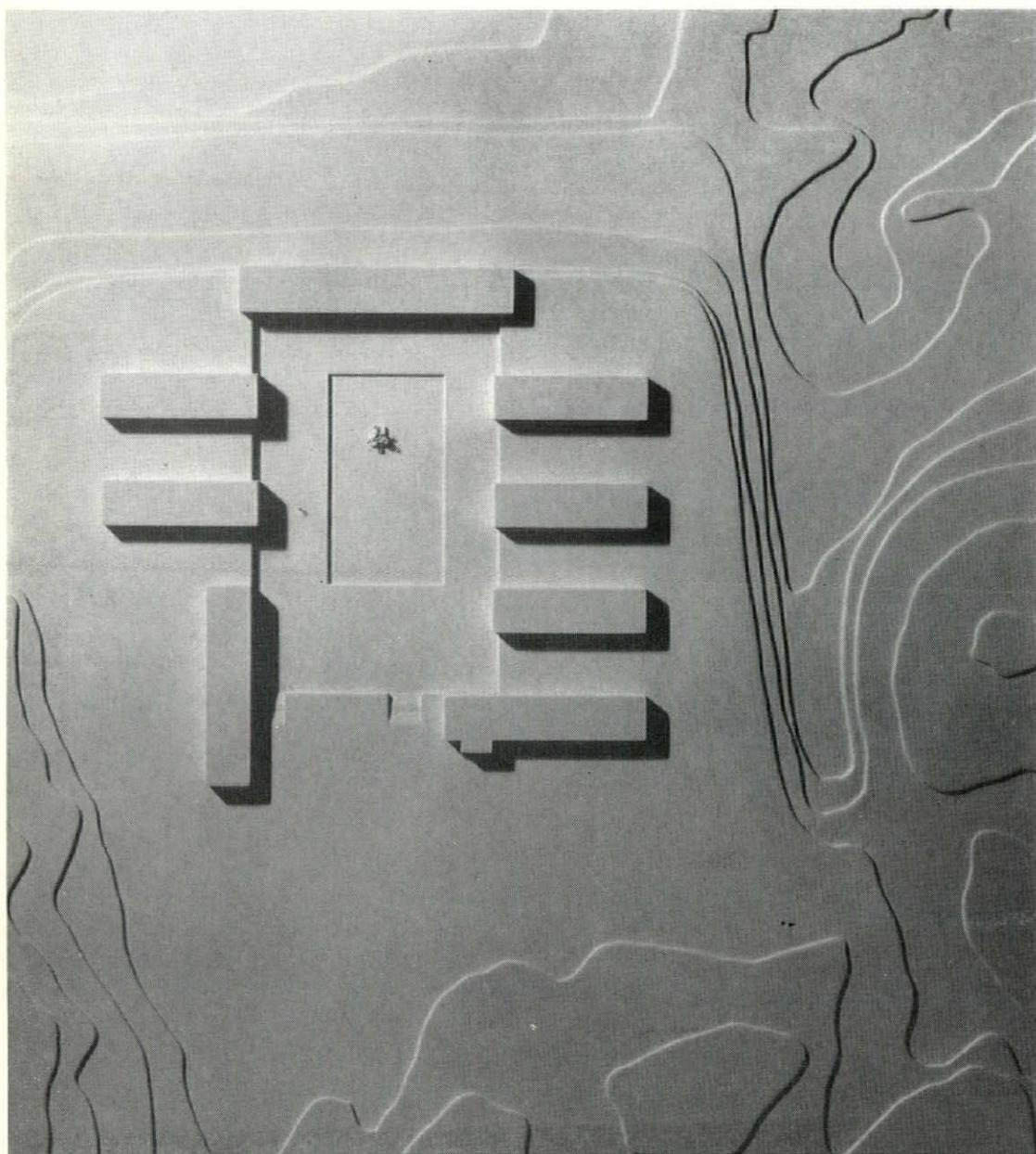
above: Aerial view of the Northeast Station for the Department of Water Supply taken August 20, 1954

below: Truckwell entrance to the Heat Treat Plant for the American Metal Products Co., Detroit





photos by multicolor



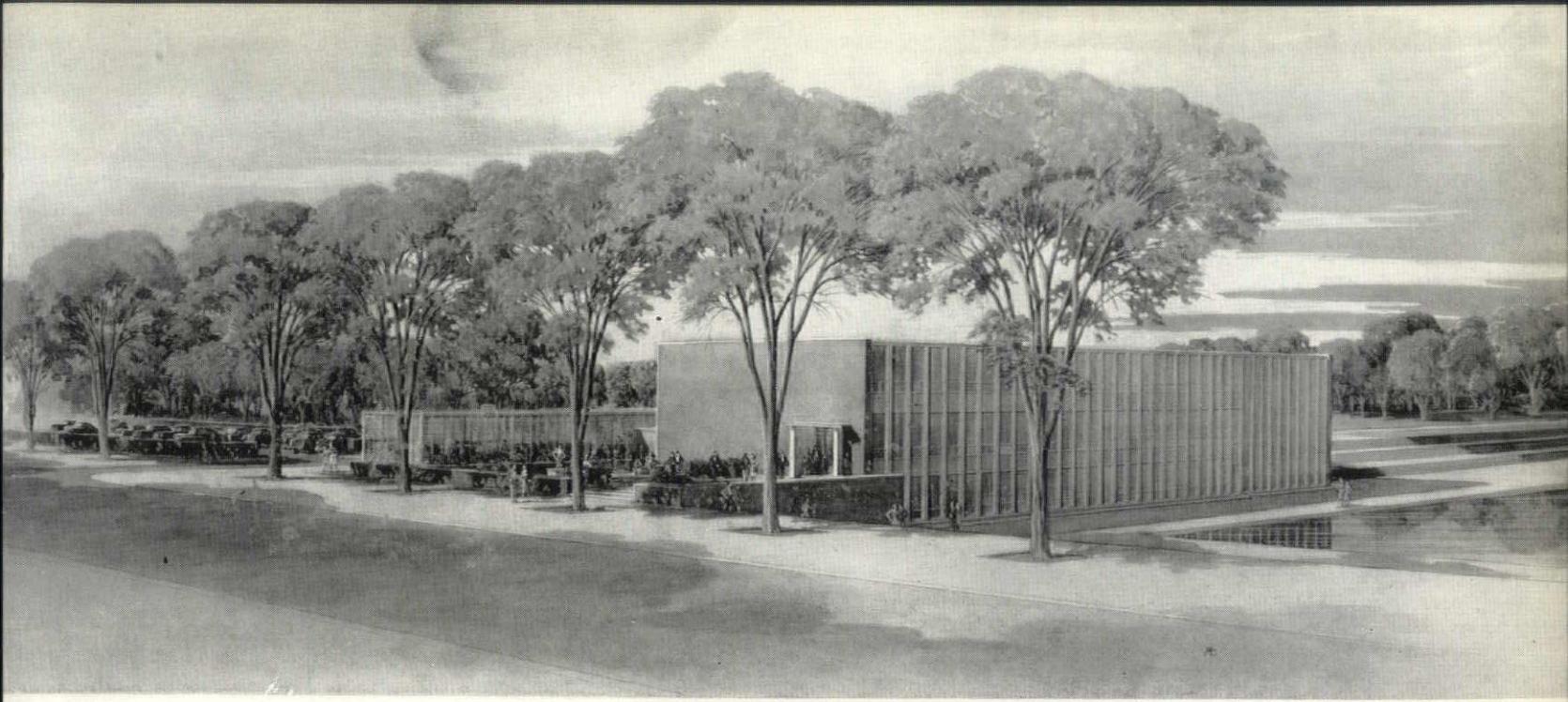
North Campus University of Michigan

Sketches above are early studies of the new campus.

The model at the left is the development of the Engineering Group; proposed to be built around a sunken court with a central pool as a memorial to those who have lost their lives in service for their country.

The lower right unit is the Mortimer E. Cooley Memorial Building now completed.

The lower left unit is the Phoenix Memorial which will house two caves and other allied facilities for atomic research.

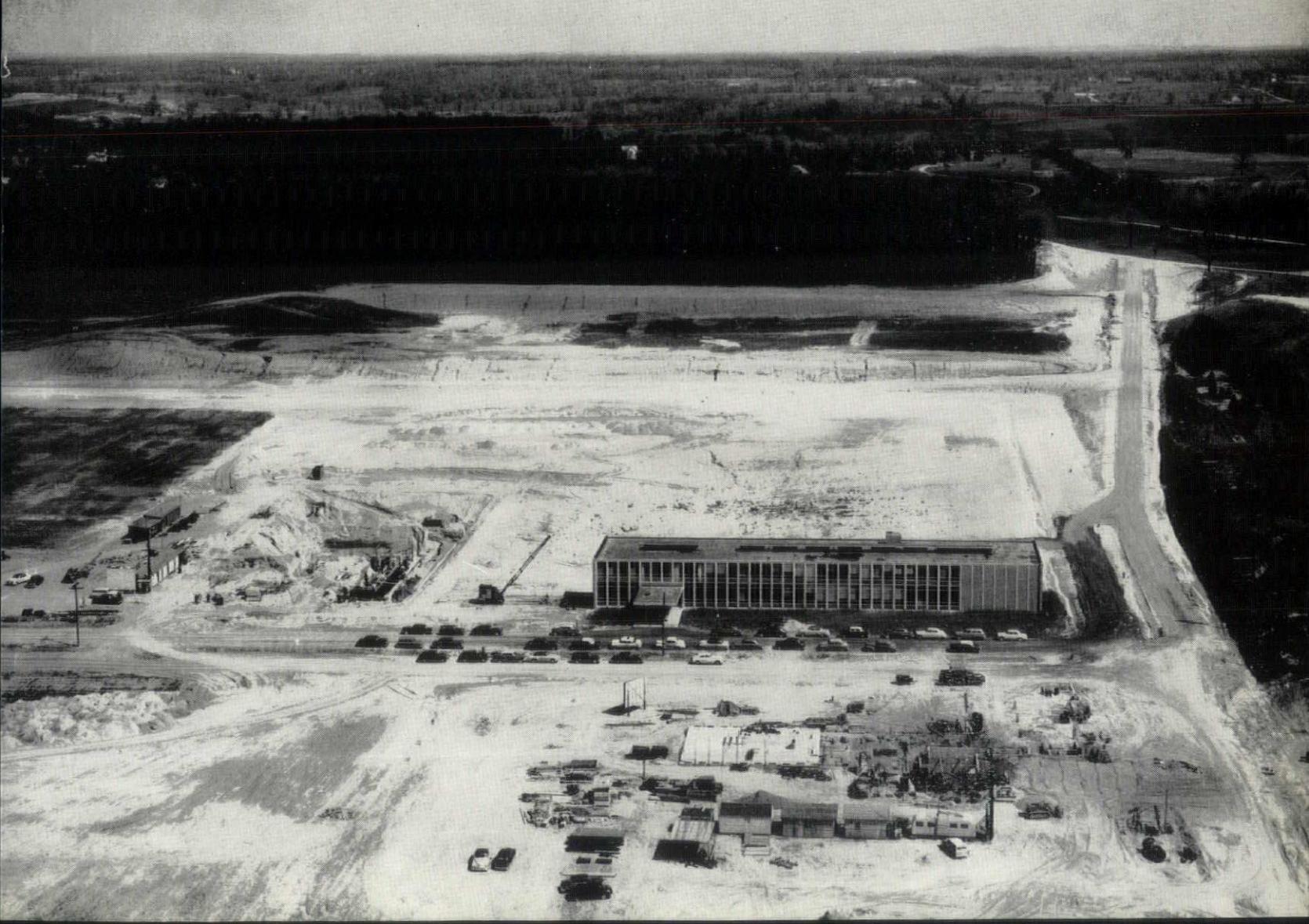


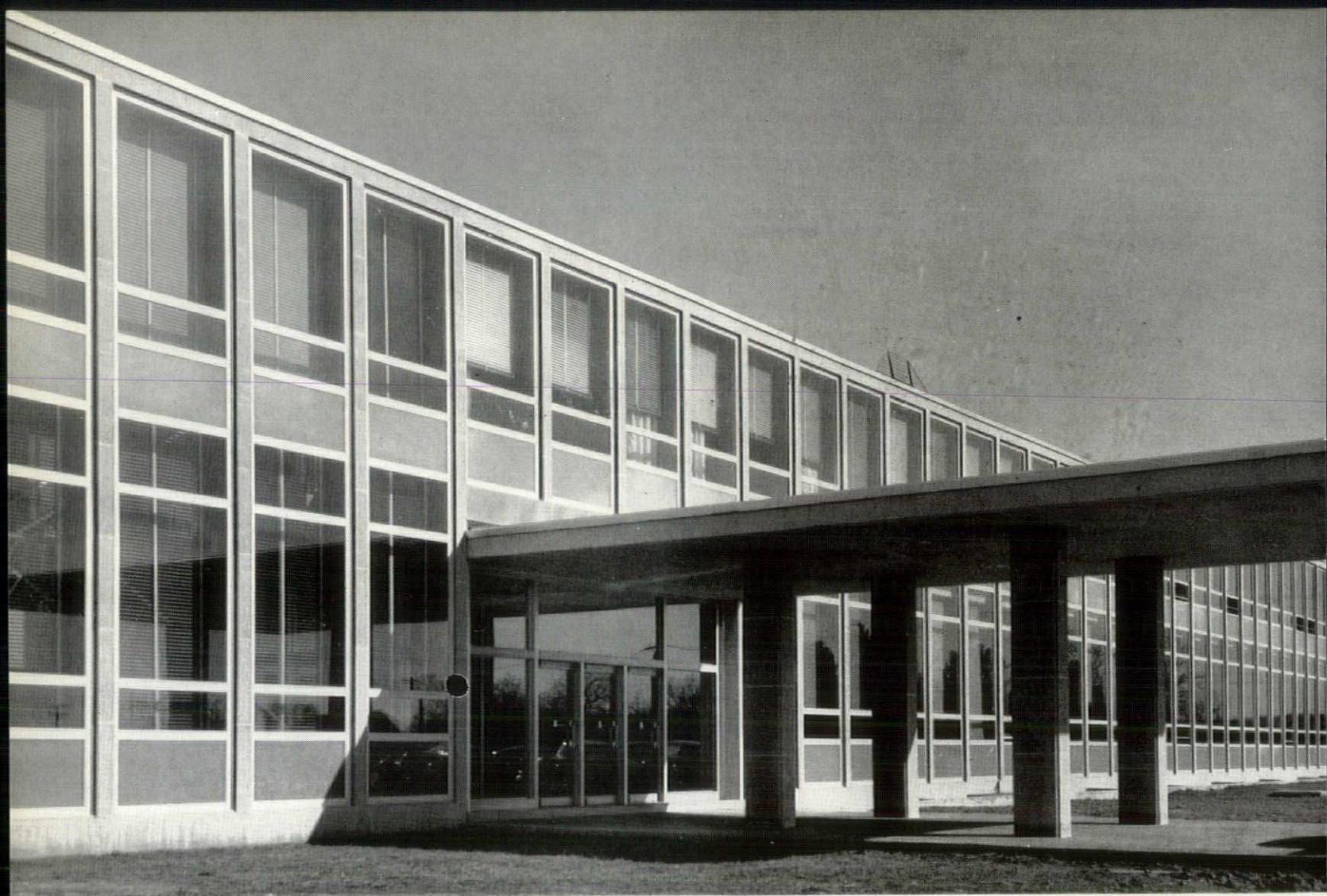
photos by w.m. e. bradley

above: Rendering of Phoenix Memorial, a building that will play a major part in atomic research for the University of Michigan.

below: Aerial Photo of North Campus showing:

1. The completed Mortimer E. Cooley Memorial Building.
2. At its left the start of the Phoenix Memorial Building.
3. In the foreground, the foundation of the Library Stack Building designed by Albert Kahn, Associated Architects and Engineers.





photos by w.m. e. bradley



Mortimer E. Cooley Building

This is the first completed unit on the new North Campus of the University of Michigan. Besides a spacious lounge, conference room and auditorium, it houses laboratories and a reverberation room for the study of sound.

above: the main entrance.

left: the stair hall leading to the 2nd floor from the main hall.

at right above: conference room dedicated to the memory of one of Michigan's outstanding graduates "Mervin Kaufman Baer."

lower right: interior view of entrance.



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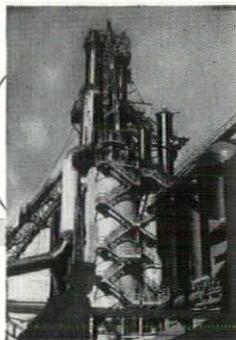
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letters

Over a period of years I have very much enjoyed the Michigan Society of Architects' "Monthly Bulletin" and have from time to time wondered how a publication so ably edited and beautifully illustrated and with very little advertising can afford to carry on.

When I started my architectural career some 50 years ago, we had at that time a number of splendid architectural publications besides the "Architectural Record"—"The American Architect", "Brick Builder", "Architectural Review", "Architecture" and others. As I remember it, the "Record", which almost always had an interesting cover, was about the size of the "Atlantic Monthly" and "Harpers", and it was seen on the library table in the houses of many intellectuals. At that period we read with interest Herbert Crowley, Clip Sturgess, Montgomery Schuyler, Royal Cortissoz, Mayliss Price, Edith Wharton and numerous other top ranking writers and critics. Architecture was then a conversational piece, and I regret to say that I very much miss that period, but your publication and the "Institute Journal" come the nearest to the standards of the old timers. The "Architectural Record" as of today, because of its success as an advertising medium, has taken on the expression somewhat of a commercial catalog.

A book written in London some 25 years ago by Tristan Edwards on "Good and Bad Manners in Architecture" which has been reprinted several times, also a splendid book by the critic, Geoffrey Scott, "The Architecture of Humanism", were much discussed by both architects and laymen. These should receive some attention today in the current architectural publications — at least in the way of "quotes". Our architectural manners are certainly not improving.

There is an architect — a great gentleman — living in San Francisco who has contributed much in the way of beautiful buildings on the coast and in Washington. He was recently elected academician of the American Academy of Arts and Letters, is an academician of the National Academy of Design, and is one of four American architects elected to the French Institute — he has been ignored by the "American Institute of Architects". His Civic Center in San Francisco is one of the high spots in architectural urbanity in this country. I have learned from Directors of the Metropolitan Opera that in that group is one of the finest opera houses in America. Arthur Brown, Jr., 80 years of age, is the forgotten man. A piece about Brown would be interesting to the members of our profession both young and old and also to the layman.

With best wishes and congratulations on the splendid job you are doing.

HARRIE T. LINDEBERG, A.I.A.
New York, N. Y.

It appears to me that the Monthly Bulletin, Michigan Society of Architects, like all other architectural publications, has transformed itself into a purely advertising medium, with a bewildering display of full-page ads interspersed with an occasional page of not-too-good photographs

or sketches of architectural subjects—or shall we say, building projects.

I concluded quite some time ago that the journals of the present day are of no earthly use whatever, and I have cancelled my subscriptions of long standing to most of them accordingly. I regret that the economies of the day, or whatever it is, forced me to join the parade.

Before the changeover, I enjoyed your magazine very much. Please be assured that I am interested in the future success of the publication, even though I cannot subscribe to it.

MARVIN EICKENROTH, A.I.A.
San Antonio, Texas

In Boston June 14 I met a gentleman at the Trinity entrance to the Sheraton Plaza Hotel. I promised to send him a color slide of the Nebraska State Capitol Building. He is an instructor in one of the eastern universities.

I have lost his address!

Would you publish in some place in your magazine something like the following:

LOST—In Boston, the name and address of visitor to the convention to whom I promised a color slide of the Nebraska State Capitol. Will he please write me at 105 Park Ave., Omaha 2, Neb.

CHARLES W. STEINBAUGH

The advent of your Bulletin usually sparks an immediate letter. I have often thought of saying that editing such a magazine is not at all like getting out the usual periodical with regular departments much the same each month and copy coming in according to a well-established routine. Each issue differs markedly from the others, and when I observed your listing of future issues I realized it more than ever. This month you are a travel bureau, *en effet*, beating the drum for Mackinac and the Grand Hotel. But you are always interesting and it is now established that each number is a work of art, not to say artistry . . . or let me reverse the order of the words. But the work of getting out such divergent issues is akin to the labor of getting out a new book, with little to guide you in the makeup except good taste. I suppose getting the copy is not the least of the jobs. More power to you.

CARL GILBERT GAUM,
Professor Emeritus,
Rutgers University

I wish to congratulate you highly on the swell job you have done in building up your Monthly Bulletin into what it is today. It is an excellent example of what can be done and what the architectural profession desperately needs. I hope it won't be long before the California Council of Architects is publishing a bigger, better, finer and more beautiful monthly publication than yours, but when we get around to it we shall always have to bow in acknowledgement of your brave leadership.

F. BOURN HAYNE, A.I.A.
San Francisco, Calif.

We wish to express our appreciation for the excellent use of the story on the Rutgers University Dormitories and Classroom project on page 13 of your August issue. Since we would like to provide the University officials with an original copy of

the story, we would appreciate receiving an extra copy or two of the complete issue — or perhaps page tearsheets.

KELLY & GRUZEN,
New York, N. Y.

We were pleased with the reprint of our Bulletin article on the Beaumont House on Mackinac Island by Dr. Alfred H. Whittaker. It is possible for you to do so, we would appreciate having 25 or 30 extra copies, so that they might be given to the Board of Trustees of The Detroit Historical Society and members of the Detroit Historical Commission.

THE DETROIT HISTORICAL SOCIETY

I want to express my extreme pleasure at receiving the various printed pieces which you have been kind enough to send along, also the Public Information Manual, which I am returning herewith. We especially await each new edition of the MSA Bulletin, both a handsome and informative publication, to be sure.

ANSOM B. CAMPBELL,
Ketchum, Inc., Pittsburgh

In looking through the July, '54 issue of AIA Bulletin of the MSA, on page 25 I noticed a picture of a very distinguished man, who also happens to be a good friend of mine. The picture is very good, in fact so good I am wondering if I would be presumptuous in asking for an autographed copy. I should like to have it framed and hung on my office wall in a place of prominence.

LAVERN J. NELSEN, A.I.A.,
Detroit

Kindly send me a copy of your current issue. This is an unusually good number. Our office is a regular subscriber but I am desirous of an extra copy for my own files.

FRANK S. WHEARTY,
Adden, Parker, Clinch & Crimp,
Architects, Boston

I am just in receipt of three copies of your August Bulletin which you so kindly sent me. You have turned out as delightful an article on Grand Hotel as I have ever seen in print. I am pleased with it and so very grateful to you for this fine story.

I am leaving this note for you at the front desk of the Hotel so that it may be handed to you immediately upon your arrival but, of course, I will be having a visit with you while you are here.

W. S. WOODFILL, President,
Grand Hotel, Mackinac Island

C. ALLEN HARLAN, President of Harlan Electric Company, which has 16 plants throughout the country, has been appointed by Michigan's Governor G. Mennen Williams to the State's St. Lawrence Seaway Commission.

The Governor said he was impressed with Harlan's driving energy, his ability to get things done and his rich background in business enterprise.

"I feel I am giving the State of Michigan the advantage of a person who already has shown his interest in State affairs by participating in numerous civic endeavors," Governor Williams said.

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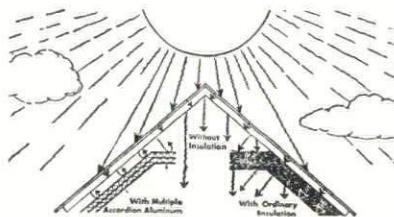
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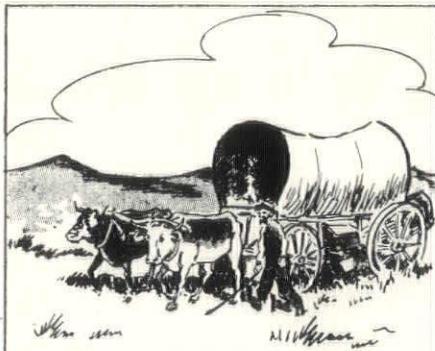
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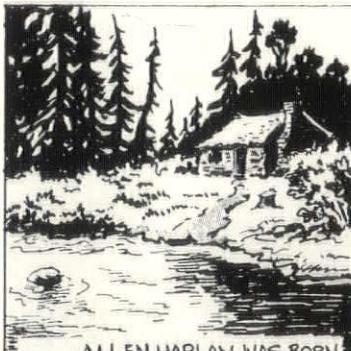
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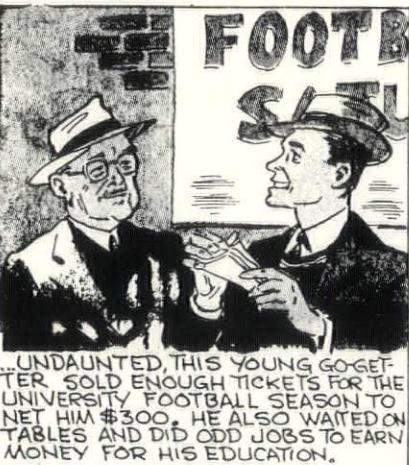
...HARLAN'S ANCESTORS WERE QUAKERS WHO CAME TO THIS COUNTRY IN 1638. THEIR DESCENDANTS WERE HARDY PIONEERS WHO CROSSED THE APPALACHIAN MTS. TO SETTLE IN WHAT WAS THEN THE FAR WEST.



...ALLEN HARLAN WAS BORN IN A CABIN ON DUCK RIVER, NEAR COLUMBIA, TENN., ON MAY 31, 1907. HIS FATHER DIED WHEN HARLAN WAS 10, LEAVING MRS. HARLAN WITH EIGHT CHILDREN TO REAR.



...AFTER GRADUATION FROM COLUMBIA HIGH SCHOOL IN 1926, HARLAN ENTERED THE U. OF TENNESSEE. HE HAD \$5 IN CASH AFTER PAYING FOR ENTRANCE FEES, ROTC UNIFORM AND ENGINEERING INSTRUMENTS.



...UNDAUNTED, THIS YOUNG GO-GETTER SOLD ENOUGH TICKETS FOR THE UNIVERSITY FOOTBALL SEASON TO NET HIM \$300. HE ALSO WAITED ON TABLES AND DID ODD JOBS TO EARN MONEY FOR HIS EDUCATION.



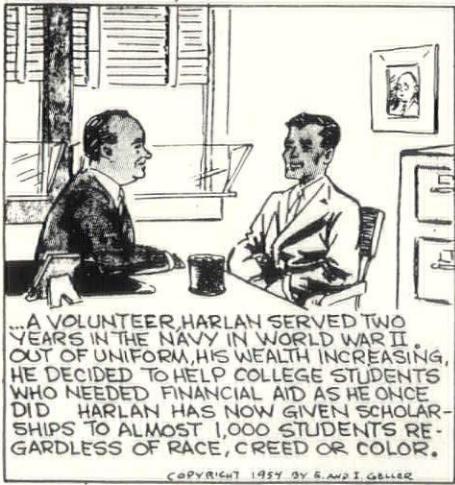
...HARLAN HAD TO LEAVE COLLEGE IN 1928 WHEN HIS MOTHER BECAME CRITICALLY ILL. LATER HE CAME TO DETROIT AND WHILE WAITING TO APPLY FOR A JOB AT THE BRIGGS MANUFACTURING CO. WAS PERSUASIONED BY A FELLOW JOB-SEEKER TO SIGN ON AS AN ELECTRICIAN.

HIS FIRST ASSIGNMENT WAS TO HOOK UP A COMPLICATED MACHINE WHICH WAS UNFAMILIAR TO HIM. HE SOLVED THE PROBLEM BY TRIAL AND ERROR, AND FROM THAT TIME ON DEVOTED ALL HIS ENERGY TO BUILDING HIS NEW CAREER.



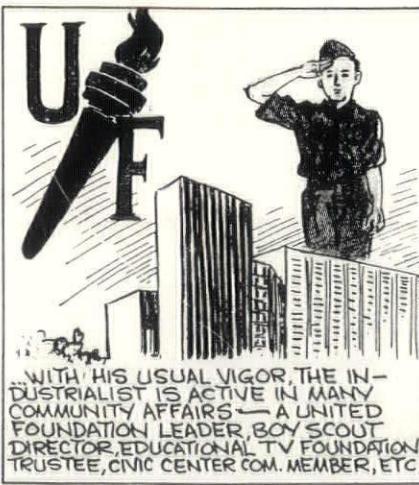
...HARLAN SOON BECAME ELECTRICAL RESEARCH TECHNICIAN FOR DODGE BROS., THEN JOINED A DETROIT ENGINEERING FIRM. IN 1940 HE LAUNCHED THE HARLAN ELECTRIC CO. WITH PERSONAL SAVINGS.

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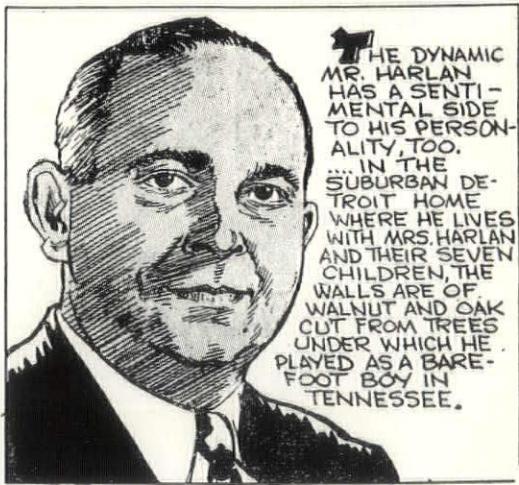


...A VOLUNTEER, HARLAN SERVED TWO YEARS IN THE NAVY IN WORLD WAR II. OUT OF UNIFORM, HIS WEALTH INCREASING, HE DECIDED TO HELP COLLEGE STUDENTS WHO NEEDED FINANCIAL AID AS HE ONCE DID. HARLAN HAS NOW GIVEN SCHOLARSHIPS TO ALMOST 1,000 STUDENTS REGARDLESS OF RACE, CREED OR COLOR.

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...WITH HIS USUAL VIGOR, THE INDUSTRIALIST IS ACTIVE IN MANY COMMUNITY AFFAIRS — A UNITED FOUNDATION LEADER, BOY SCOUT DIRECTOR, EDUCATIONAL TV FOUNDATION TRUSTEE, CIVIC CENTER COM. MEMBER, ETC.



THE DYNAMIC MR. HARLAN HAS A SENTIMENTAL SIDE TO HIS PERSONALITY, TOO. IN THE SUBURBAN DETROIT HOME WHERE HE LIVES WITH MRS. HARLAN AND THEIR SEVEN CHILDREN, THE WALLS ARE OF WALNUT AND OAK CUT FROM TREES UNDER WHICH HE PLAYED AS A BAREFOOT BOY IN TENNESSEE.

The above story was run in the Detroit Free Press in a 4-color full page pictorial sketch extolling the philosophy of free enterprise in America which is typified so aptly by the life of this Detroit citizen.

KENNETH R. PLANK, A.I.A., formerly of the Detroit office of Giffels & Vallet, Inc., L. Rossetti Associated Engineers and Architects, has been appointed planning-traffic engineer for the City of Savannah, Ga.

For the past year Plank has been associate professor of architecture at the University of Florida.

Plank is a native of Sumner, Mich., and is

a graduate of the University of Michigan College of Architecture and Design, where he obtained his BS degree in architecture and MS in city planning at the University's graduate school.

Following his service with the Navy during World War II, Plank has obtained wide experience in architecture and planning in Baltimore, Detroit and Grand Ledge, Michigan.

GIFFELS & VALLET, INC., L. ROSSETTI, ASSOCIATED ENGINEERS AND ARCHITECTS have been selected for the University of Michigan's North Campus \$1,850,000 Automotive Laboratory; Smith, Hinchman & Grylls, Inc., for the \$1,000,000 Nuclear Reactor project; Leinweber, Yamasaki & Hellmuth, for the \$1,000,000 housing project for the campus.

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products news

New acoustical products and marketing methods were topics of discussion at a recent meeting held at Park Shelton Hotel in Detroit by Turner-Brooks, Inc. and Reynolds Metals Company. M. F. Rees, National Product Manager of Acoustical Ceilings, and Arvo Aho, Sales Promotion Manager of Reynolds Metals Company, conducted the meeting along with other Reynolds Regional Executives and F. C. Avery, Director of Sales of Turner-Brooks, Inc.

Turner-Brooks, Inc. has been appointed as a franchised applicator for the new Reyno-Coustic System, an advanced type of noise control method recently introduced by Reynolds Metals Company. According to Avery his firm will offer complete engineering and sales service on the new acoustical ceiling. "We feel that the managements of a large number of commercial buildings, public buildings and industrial plants have postponed installation of an acoustical ceiling because previously existing methods were not suited to their needs," says Mr. Avery.

"With the new Reyno-Coustic System we are able to offer a ceiling that solves the old problems, including that of price. Aluminum is light in weight and cannot rust, chip, sag or break. Moisture and vibration are no longer factors to be considered with the Reyno-Coustic System. Light-weight, easily-maintained ceilings of positive efficiency are now practical for any type of building."

N. W. HAMILL COMPANY, representatives for Atlantic Metal Products, Inc., Kane Mfg. Co., Ventilouvre Co., Seaporcels Metals, Inc., Steebilt, Inc. and The Kawneer Co., have moved their offices to 1430 East Larned Street, Detroit 7, Mich. Telephone WOodward 1-0534.

GEORGE A. GREGG, representative of manufacturers in the building field, announces the removal of his offices to 141 W. Eight Mile Road, Detroit 3, where he has purchased the property for permanent headquarters. The new telephone number is TWinbrook 3-5663.

Gregg, formerly of the Gregg Hardward Company, carries a complete line of builders' hardware, as well as Mirawall, the building facing material made of porcelain on steel.

DETROIT TILE CONTRACTORS ASSOCIATION suggests to architects that tile, terrazzo and marble should be specified separately, rather than under one heading. President of the Association, John Bruny, says:

"These trades are performed by different unions and are usually installed by a contractor specializing in only one of them. Assembling a combined bid covering all three will often result in a higher cost to the owner than if each trade were quoted by a firm that specializes in just one specific type of work."



DOUGLAS GRAHAM

J. G. MARTIN, district engineer for the Portland Cement Association, announces the appointment of Douglas Graham as public relations representative for the Association's Michigan district office.

Graham, who will take his new post about September 1, has been Lansing bureau manager for the United Press Associations since 1942.

He previously worked three years as city editor of the St. Joseph Herald-Press and three years as telegraph editor of the South Haven Daily Tribune. A native of Lansing, Graham graduated from Central High School and attended Michigan State College prior to entering newspaper work.

The Portland Cement Association, established in 1916 with main offices in Chicago, is a national organization devoted to improvement and extension of uses of portland cement and concrete. The Association, which is composed of 68 member cement companies in the United States and Canada, maintains a field organization of more than 300 engineers, architects, and farm specialists working in 29 district offices throughout the nation and, in addition, operates a large-scale research laboratory in Chicago employing more than 180 scientists and technicians.

The Association's Michigan district offices, directed by Mr. Martin, are located at 2108 Michigan National Tower, Lansing.

architects' banquet and golf tournament at meadowbrook, sept. 15

clair w. ditchy, f.a.i.a., national president, a.i.a., will be banquet speaker

The second annual Detroit Architectural Golf League Banquet will be held at the Meadowbrook Country Club, Wednesday, Sept. 15 at 6:30 p.m.

Members and friends are cordially invited with a special invite extended to all architects who are interested in participating in this league in the future," says George Sommers, president.

In addition to the banquet, the league will also sponsor the final tournament of the current season for members. At stake is the beautifully engraved perpetual golf trophy won by Bob Alpern of Ted Rogovoy's office last year.

Also, many other prizes will be awarded for qualified members during the tournament for high and low scores, net and hand-

icapped, in the various flights. The league will be divided into three flights for purposes of justly awarding winners in accordance to their caliber of play.

Non-members, who would like to play golf or swim at Meadowbrook, will be extended all membership privileges upon payment of green fees, except participation in the league tournament. This includes golf all day, full use of shower and locker rooms and swimming pool for a small nominal fee. The grille and dining rooms will be open to league members and guests.

A full day of activity is being planned for D.A.G.L. members and friends.

For further information, call D.A.G.L. President, George Sommers of Jahr-Anderson, Architects.



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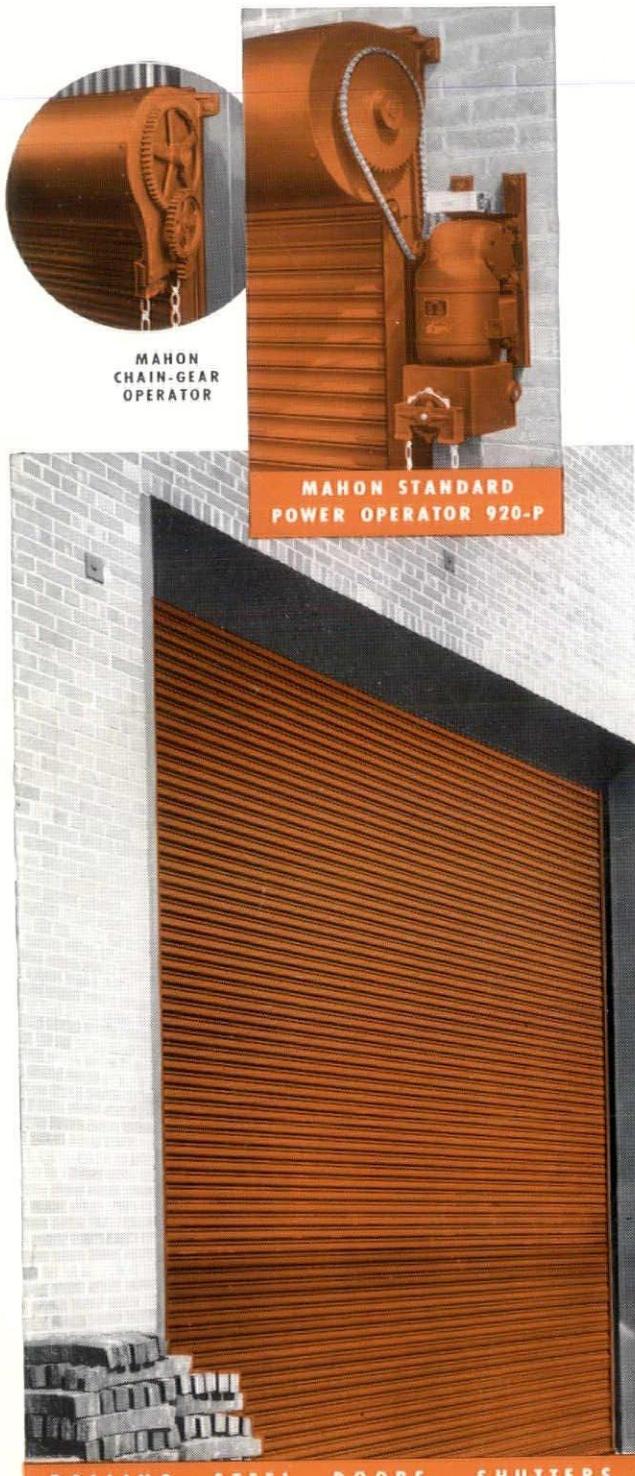
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